

The American

BAKER

PUBLISHED FOR THE BAKERS OF AMERICA



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JULY
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Number 7

1951
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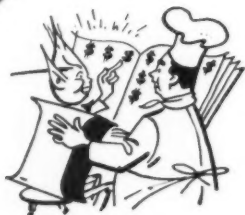
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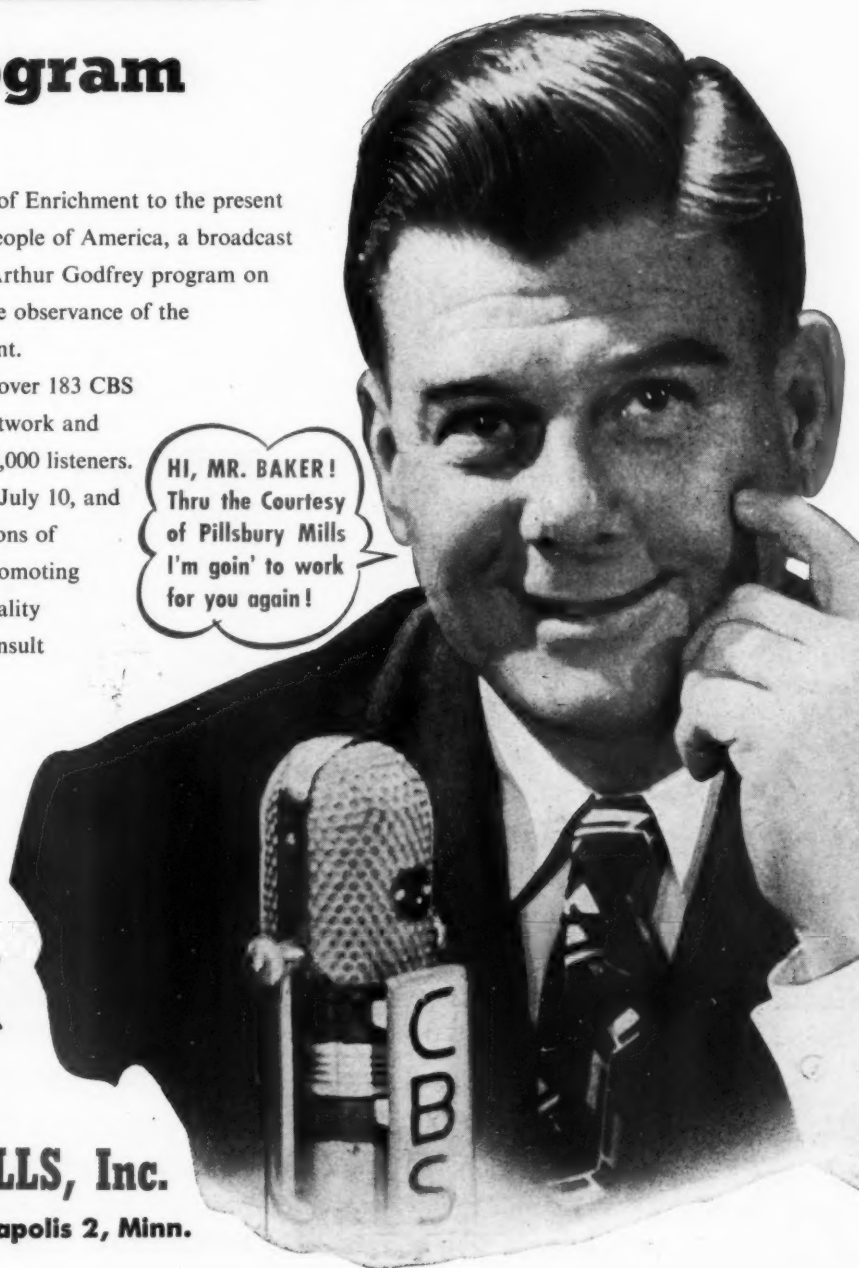
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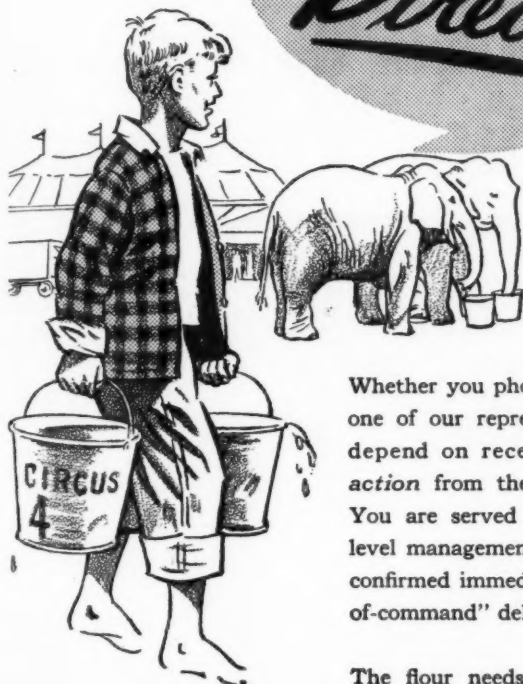
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The American Baker

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The Northwestern Miller • Feedstuffs • Milling Production

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large or small,
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many people
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the story in
this booklet!**



Businessmen recognize inflation as the nation's greatest single threat. But most of us have felt "What can one man—even one business—do to stop it?" But there is a way—if enough of us work at it. We can

help more people... the men and women who work and vote and pay taxes... to understand the nature of inflation, its causes and cures. Then we will have gone a long way toward eliminating this pending catastrophe.

ONE TOOL YOU CAN USE: To help us give our own Bemis workers the inflation picture, we used the colorful, new 16-page booklet "How Stalin Hopes We Will Destroy America" produced by Pictorial Media, Inc. The more widely the booklet is used, the more good it will do... and it is available for distribution to your workers, too. It follows the time-proven "comic book" technique... dramatizes the dangers... and shows how all our citizens can help halt inflation before it's too late.

TESTS SHOW IT HELPS WORKERS: To get an impartial judgment of the value of "How Stalin Hopes We Will Destroy America," it was tested in Bemis plants by the Psychological Corporation under the direction of Dr. Henry C. Link, a foremost research authority.

Dr. Link says "Those workers exposed to the booklet were found to have a significantly higher appreciation of the recommended ways to stop inflation than did the workers who did not see the booklet. Details of this test are available upon request." And Bemis factory workers make such statements as "Everything it says hit home, but you'd never figure it out for yourself

until you read it"... "It's told in an interesting way so anyone can understand. My daughter, age ten, understood all of it"... "In picture form it impresses you more. Most people don't read about it"... "Had ideas that we wouldn't think about otherwise while we are working away—good book, agree with it—I guess I won't be the only one."

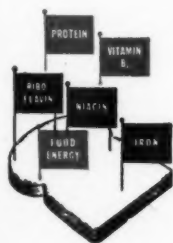
Because we believe this message is growing more urgent every day, Bemis is taking this means to commend to other businesses this weapon against inflation. It is the first of a series of such material that we expect to use.

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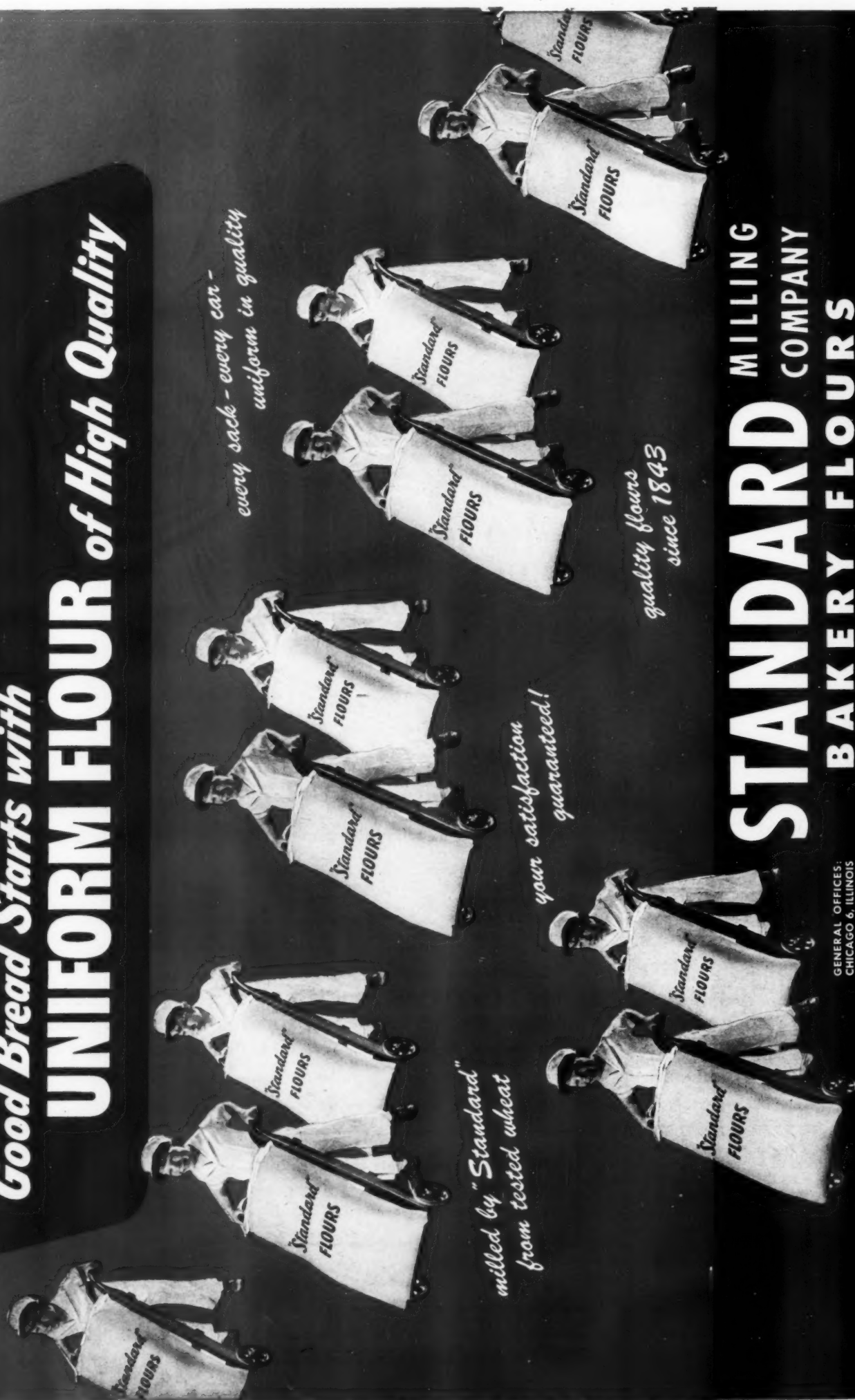
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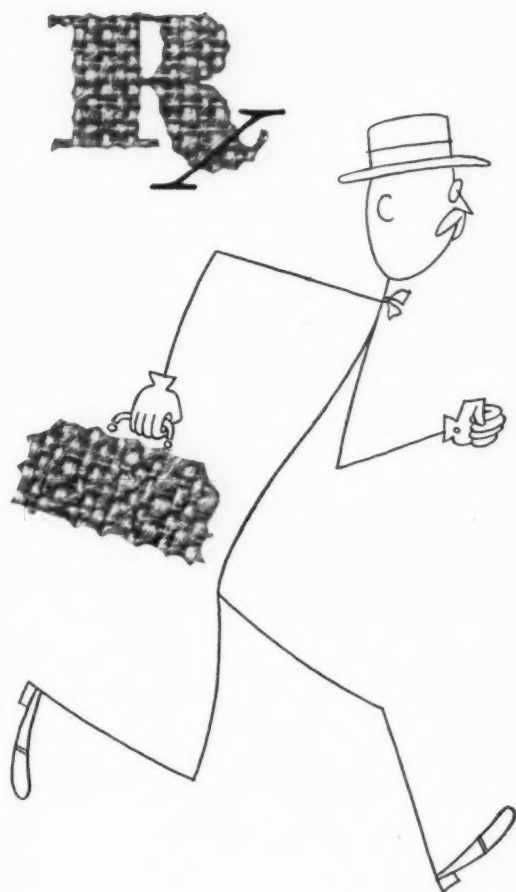
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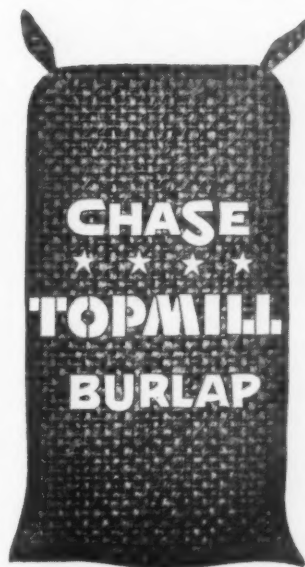
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BILL STERN TELLS ANOTHER SPORTS STORY



... money isn't everything

Ever since professional baseball began, club owners have been plagued by holdouts . . . reluctant ballplayers who have refused to sign their contracts until their demands for more money have been met by the tight-fisted owners. However, there have been times in baseball history when ballplayers became holdouts not because they wanted more money, but for other strange reasons.

Remember Ossie Schreckengost? He was not only one of the great catchers in history, but also the battery-mate, inseparable companion and roommate of that legendary, eccentric pitcher, Rube Waddell, who was perhaps the greatest left-handed hurler of all time. Catcher Ossie Schreckengost and pitcher Rube Waddell even used to sleep in one bed, to save expenses in those days.

Well, around the turn of the century, catcher Ossie Schreckengost became a holdout. He re-

fused to sign his contract until his baseball boss, Connie Mack, had agreed to insert a special clause in his pal's contract. The special clause that catcher Ossie Schreckengost had insisted upon before he agreed to sign his contract . . . was a clause that strictly prohibited his roommate, Rube Waddell, from *eating crackers in bed!*

Money may not have been the main concern of the sensitive Mr. Schreckengost, but in the baking business *profit* spells success. That's why wise bakers protect themselves against profit-eating seasonal variations in flour quality by insisting on the *best* . . . Commander-Larabee flours! Their own experience has shown that they can be *sure* of the unfailing uniformity of every baking characteristic of these finer, premium quality flours. It's an assurance that's worth something to any baker. Talk it over with your Commander-Larabee representative on his next call.



WHEN PERFORMANCE COUNTS . . .

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GENERAL OFFICES • MINNEAPOLIS • 3 • MINNESOTA

Editorial . . .

What the Consumer Wants

THE baker thinks he has found out through experience (often costly) what kind of bread the consumer wants. The nutritionist thinks he knows what the consumer ought to want, and since he is often a do-good crusader (usually with nothing to lose, though sometimes with something to gain) he is prone to reach the dictatorial conclusion that what the consumer ought to have is actually what he wants.

So goes the ancient argument. Perhaps there is only one final answer: Bread must always be as good as it can be made, and it must never be taken for granted that no further improvement is possible. Neither must it be assumed that what the consumer eats is what he really wants. The loaf on his table is there for a number of reasons, and not all of them have to do with whether he really likes it or not. True, the expression "want" in its economic sense is related to effective demand, and effective demand, to the baker's ear, is the tinkle of the cash register. He is likely, therefore, to measure consumer demand in terms of his balance sheet. But has he conclusively proved by this method that two loaves could not have been sold instead of one?

The question about baker's bread is not always asked by the idly curious or by the food crank. It is not always the querulous complaint of a sentimental soul who remembers the hot loaves in his mother's kitchen. Sometimes the catechist is a man of wisdom and seasoned judgment. A current example is given us in paragraphs from an address by Dr. Paul B. Dunbar, who recently retired as commissioner of food and drugs after 44 years of distinguished government service. Quote:

"Some time ago I had a visit from a group of bakers. Our talk naturally drifted to the matter of emulsifiers in bread and to other subjects of importance to that great industry. I remarked that I wondered whether the time had not come for the bakers' association to do some soul searching with the object of possibly reorienting their program. Were they right in trying to produce the whitest and most uniform loaf of bread possible, in the belief that that was what the consumer wanted? Was it possible that they had misinterpreted consumer desires? If the consumer reaction on bread means anything doesn't it mean that a growing proportion of the population is dissatisfied with what one consumer described as 'cotton fluff wrapped up in a skin'? I cited the growing popularity of breads and rolls that feature the use of unbleached flour and natural food shortenings.

"I wondered whether there was any real reason today for believing that the average housewife wants the completely white product to be attained only by the use of bleached flour; whether there was anything normally repulsive to the housewife in the natural creamy color of unbleached flour; whether there was any serious objection because different batches of flour differ in degree of color. Isn't it about time to re-evaluate what the consumer wants and then to give it to her?"

"Don't misunderstand me. I am a chemist and I know that many of the products of the chemical industry do vastly improve the nutritive value and palatability of foods. I note that the label of a very popular brand of rolls made with unbleached flour carries a sodium propionate declaration. This suggests that the consumer is not necessarily offended by the use of a chemical that serves a useful purpose and is wholly without public health significance.

"But isn't it about time for the food industry, whether it be the baking industry or any other industry, to begin to consider and evaluate what the consumer really desires and get back to first principles so far as it is possible to do so, and at the same time to use every means at its disposal, by education and by advertising, to offset the propaganda of nutritional quacks who actually are trying to sell something but who have convinced the radio public at least that they are the only ones who stand between the nation and nutritional disaster?"

"To sum up, it seems to me there are four jobs the food industry ought to undertake without delay:

"(1) It should reexamine present ideas as to what consumers want, and find out what they really do want.

"(2) It should revise, where necessary, its production practices to meet consumer demand.

"(3) It should take steps to maintain consumer confidence in the American food supply by an educational campaign to counteract the false teachings of nutritional quacks.

"(4) It should support sound legislation to prevent the use in foods of chemicals untested for safety or serving no definitely useful purpose."

Advice such as this deserves sober attention no matter who speaks. And when the source from which it comes is a man who has spent a lifetime guarding the public's food welfare it commands a preferred spot on the industry agenda.

• • •

Defining Flavor in Bread

A GOOD many people have attempted to define flavor in bread. It's as elusive as the thing the moaning music calls love. It isn't the same thing to all men. You either like it or you don't—you have it or you haven't.

The food crank thinks bread has flavor if it's nutty and brown. The baker—well how does a baker describe the flavor of his loaf? We have a sample definition, culled from the address of Fred L. Cobb of Green Bay, Wis., before the recent convention of the Millers National Federation. Mr. Cobb said: "Everybody calls it intangible, but it isn't any such thing. Flavor is that characteristic in bread which more than any other characteristic brings the housewife back for another loaf of the same kind time after time."

This is about as close as anyone comes to providing an answer, though the fact is that it says nothing about what flavor really is. It merely tells what it does. Which, after all, may be the only important consideration.

• • •

"A dollar seldom travels to Washington and comes back whole."—Allan B. Kline, president of the American Farm Bureau Federation.



PRICE CONTROLS: Work on a specific price control order for the baking industry is continuing, but it will probably be at least two months before such a regulation can be issued. Meanwhile, price control activities generally are almost at a standstill during the short July extension of control authority. Congress is expected to provide a longer extension, but OPS powers probably will be further restricted.
Details on page 10

HITCH IN BREAD STANDARDS: An unpublished report of the food protection committee of the National Research Council on all surface active agents when used in foods, is causing embarrassment for U.S. Food & Drug Administration officials, who are responsible for issuing the forthcoming bread standards. The report, which has not generally been made public, urges that further study be given to the effects of mono and diglycerides and polyoxyethylenes and their compounds before they are incorporated into foods.
Details on page 10

INDUSTRY MEETINGS: Details of two major baking industry meetings have been announced. They are the 1951 convention of the American Bakers Assn., with a theme of "Essential for a Strong America," in Chicago in October, and the 1952 convention of the Associated Retail Bakers of America, to be held in Washington, D.C.
See story on page 11

"IN GRATEFUL MEMORY": A memorial scroll honoring the late Sigurd O. Werner, former Chicago manager of The American Baker and its related publications of The Miller Publishing Co., was presented by the Allied Trades of the Baking Industry in Chicago at a special dedication recently. The scroll will hang in the headquarters of the Bakers Club of Chicago as a memorial to Mr. Werner's "selfless fostering of cooperative action for the benefit of the baking and milling industries."
Details on page 12

INDUSTRY CHALLENGE: John T. McCarthy, Jersey Bread Co., Toledo, chairman of the American Bakers Assn., told 800 persons attending the field day of the Kansas Wheat Improvement Assn. that bakers will meet their challenge in the production line of the breadstuffs industry. A special salute was given at the field day to the late M. Lee Marshall, former head of the Continental Baking Co. and a major figure in the wheat field days in the past.
Details on page 13

FLOUR MARKET: Wheat and flour markets eased downward in early July as international developments were again reflected in the market situation, according to George L. Gates, market editor of The American Baker. Heavy marketing of the 1951 southwestern winter wheat crop is expected to combine with the beginning of cease fire negotiations in Korea to bring a downward reaction in wheat futures prices.
Details on page 14

(Additional Spotlight Comment on page 56)

Next Month . . .

● **PAN BREADS** enable the baker to get variety in his displays, provide "something different" for the customer and pep up the entire merchandising program. In the second of a series of three articles on pan breads, A. J. Vander Voort, technical editor of The American Baker, will present, in the August issue, a variety of formulas for these specialty breads that stimulate traffic and build sales.

● **"OUR DAILY BREAD"** has been the staff of life for centuries, C. Stuart Broeman points out in "The Progress of the Baking Industry," which will be a special feature of the August issue of The American Baker. The article is the text of a talk given by Mr. Broeman, president of the American Bakeries Co., Atlanta, Ga., before the Rocky Mount (N.C.) Chamber of Commerce. Mr. Broeman presents a hard-hitting treatise on the industry's growth and the free enterprise climate that made it possible.

This Month . . .

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Price Control Front Stagnant as Congress Debates Future Policy

WASHINGTON — Action on the price control front was almost at a standstill this month.

When Congress approved a 31-day extension of price control authority, it banned all further price rollbacks during July and it ordered a halt to issuance of further ceiling orders which would put rollbacks into effect.

After this short-term extension was approved, OPS froze ceiling prices on many manufacturers' products at June 30 levels. This action halted further application of the general manufacturers' order, CPR 22, and other orders.

Meanwhile, it appeared that issuance of a bakery products price regulation was still some time away. Bakery section officials in OPS have continued to work on a specific order for baked goods, and progress has been noted. However, issuance of the regulation was not expected for at least two months.

In general, price control activities were very limited this month. OPS was restricted because no rollbacks could be ordered, and officials said that their work has been slowed by the press of activities in connection with congressional action on pending control legislation.

The halt to further application of CPR 22 affected crackers, packaged cookies and other baked foods of a semi-perishable nature which are covered by the manufacturers' regulation. If bakers of these products had filed their reports and had com-

pleted the required 15-day waiting period, the new ceilings remain in effect. However, if their new ceilings had not become effective by June 30, they are returned to coverage of the General Ceiling Price Regulation until OPS gets a further directive from Congress.

Remain Under GCPR

Prices of other bakery products continue under coverage of the GCPR. And bakers may increase their ceilings under the parity adjustment provisions of the GCPR if affected ingredients increase in cost above base period levels.

Previous wage as well as price controls are continued under the short-term extension until July 31. Thus the order limiting pay boosts to 10% above Jan. 15, 1950, levels remains in effect.

Meanwhile, Congress was acting on a further extension of the control authority. The Senate had already passed a bill which would ban further

farm commodity price rollbacks. This measure would authorize rollbacks on manufactured products where producers cannot justify increases since Jan. 25, 1951, by increases in costs of materials, labor and factory overhead.

The House was debating control provisions. Following approval of the House bill, differences would have to be compromised. And it was expected that a new law would go to the President the week of July 15.

It was considered likely that the final legislation would include a ban on further meat price rollbacks and on rollbacks of any other farm commodity prices. Some rollbacks on manufactured goods prices were expected to be authorized, but it was felt that precise provisions would be included.

Congress was expected to give OPS a new lease on life, but it was believed that the final bill would set exact limits on the control agency. In effect, Congress may say, "You may go thus far but not one step farther."

End of Bakery Drivers' Strike Brings 5-Day Week to the East

NEW YORK — The nine-day-old strike of bakery drivers which had seriously reduced the supply of white bread in the metropolitan New York area ended July 11 and deliveries were expected to return to a normal schedule within 24 hours.

The settlement, accepted by baking companies and union locals involved, was based on a formula prepared by a three-man fact finding committee appointed by mayor Vincent R. Impellitteri.

The agreement granted the five instead of six-day week but no pay or commission increase. It specified that swing men will work the sixth day for regular drivers and receive \$65 weekly but that commissions for the sixth day be credited to the drivers working the five other days.

All other demands were reported dropped.

The baking companies accepted the peace formula reluctantly, contending that "the 5-day week in a 6-day fresh food industry is economically unsound." They agreed, however, "to end the unnecessary inconvenience" to consumers. The union members were reported to have accepted the agreement by a 98% affirmative vote.

The agreement ending the strike is expected to be followed by a petition to the Office of Price Stabilization for a price increase for the 16 major bread producers involved. The local press is already hinting to the housewife that the 18¢ loaf will go to 19 or 20¢ as a result of the strike.

It is also predicted by union spokesmen that acceptance of the formula

would set a pattern for approximately 60,000 drivers throughout the nation.

The formula proposed by the mayor's three-man fact finding committee, which will affect approximately 4,000 drivers in New York, Long Island, Westchester County, northern New Jersey and Fairfield County, Connecticut, calls for:

1. A 5-day week effective within 80 days.

2. Contracts to run for two years, ending April, 1953, with a wage reopening next May if desired.

3. Contracts of all affected locals to have uniform expiration dates.

The striking drivers have been seeking a 5-day week, 10% commission on sales and \$75 weekly guarantee, instead of the current 6 days, 8% and \$65 minimum.

The past week saw a continued curtailment of wrapped bread in this market as reports of violence and coercion forced non-striking bakers to suspend deliveries, thus adding to the shortage situation in the city.

The New England strike, affecting approximately 2,000 bakers, was settled July 2 on the basis of a 5-day week and wage increases up to 14¢ hr. The shorter work week will become effective Aug. 26.

Settlement of the Pittsburgh strike which had closed principal wholesale plants June 27, was made July 4. The workers were granted a 5-day week and a reported 10% wage increase.

—BREAD IS THE STAFF OF LIFE—

DIVIDEND INCREASED

KANSAS CITY—The board of directors of Interstate Bakeries, Inc., voted June 18 to increase the regular quarterly dividend on the common stock of the company to 25¢ from the former rate of 20¢. The board also voted to pay the regular quarterly dividend on preferred stock of \$1.20 share. Both dividends are payable June 30 to holders of record June 22.

—BREAD IS THE STAFF OF LIFE—

GENERAL DIVIDEND

NEW YORK—George L. Morrison, president of the General Baking Co. has announced a dividend of 20¢ share on the company's common stock, payable Aug. 1, 1951 to the holders of record July 17, 1951, and the regular dividend of \$2 share on the \$8 preferred stock payable Oct. 1, 1951 to holders of record Sept. 17, 1951.

Pass-Through of Cane Sugar Price Hikes Approved

WASHINGTON — The Office of Price Stabilization has authorized bakers and other processors using sugar to pass through increases in prices of cane sugar. The action was taken in Amendment 15 to the General Ceiling Price Regulation.

Previously, food processors using sugar made from sugar beets were permitted to increase their ceilings to reflect increased costs of such sugar, but those using sugar made from sugarcane were permitted to reflect increased costs only up to Feb. 12. That is because sugarcane had been removed from the list of commodities in Section 11 (a) of the GCPR by Amendment 1.

Now, however, OPS has reinstated sugarcane on the Section 11 (a) list so that a current date may be used in calculating increased costs of sugar processed from sugarcane.

"Some manufacturers use one kind of sugar and others use both kinds in their products," OPS said in the statement of considerations accompanying the order. "Since manufacturers who use beet sugar are entitled to reflect the current cost of this sugar, they are in a more favorable position than those using cane sugar despite the fact that their end products may be substantially identical. In addition confusion will result in those cases where one manufacturer uses both beet and cane sugar in his product since he will be forced to carry the burden of two different bases."

Report on Surface Active Agents Embarrasses Food, Drug Officials

WASHINGTON—The food protection committee of the National Research Council, in a report to the ice cream manufacturers, has urged that further study be given to the effects of mono and diglycerides and polyoxyethylenes and their compounds before they are incorporated in food products.

This none-too-complimentary statement from the important scientific body poses a big problem for the U.S. Food and Drug Administration, where the bread standards order is currently receiving final study by the Federal Security Administrator.

The unpublished report has created a growing "eightball" for FDA administrative officials. That is precisely the term used by a responsible official of FDA, who sees his agency considerably embarrassed by this report even though it has not been generally made available to the public and the food industry.

Food and Drug Administration officials admit the report raises a new aspect to the controversy, which reached its heated peak during the hearings on the bread standards and resulted in the exclusion of the polyoxyethylene group as optional ingredients but permitted continued use of mono and diglycerides.

Now the food protection committee questions the advisability of the use of both of these groups of surface active agents pending further study as to the toxicity and other effects when used in foods.

At FDA, officials say that basically as far as the bread standards are concerned the pending bread order can legally be issued as it stands on the basis of the record made during the recent hearings. At that time the polyoxyethylene group was subject to critical fire from shortening manufacturers who used mono and diglycerides as surface active agents in their

products. This latter group charged that the polyoxyethylenes were toxic in their effect on humans, and according to the decision reached by FDA in excluding the polyoxyethylenes and their compounds as optional bread ingredients, it appears that the producers of those products failed to refute the contentions of the mono and diglyceride users.

At that time the food protection committee was not on record as warning against further pending a more comprehensive examination of the use of all surface active agents in human foods. This report, however, is still not part of the FDA record on the bread standards and consequently could be overlooked by FDA and the standards promulgated on the basis of the formal record taken at the hearings.

Yet the scientific standing of the food protection committee of the National Research Council is not being

discounted at FDA, and there are strong indications that FDA officials will heed the food protection committee's warning despite the fact that it was issued too late to be incorporated in the official record of the bread standards hearings.

There are several avenues of approach to the problem for FDA. First, it may on the basis of the record issue the standards as tentatively proposed. The Atlas Powder Co., leader in the production of polyoxyethylenes, has filed a brief in protest against the exclusion of its product as an optional ingredient.

Next the FDA might amend the standards as they are now under study by the Federal Security Agency and strike out the mono and diglycerides as optional ingredients; or third, it could issue the standards proposed as a result of the hearings and immediately order a reopening of the hearings on the total subject of surface active agents, including such other compounds as lecithin for example, as well as the groups around which the heat of the controversy centered.

The best prospect, however, is that FDA will heed the admonitions of the food protection committee and strike out the mono and diglycerides as optional ingredients and bring the whole problem under a complete scientific study not only for bread but for their use in all other foods.

This conclusion is reached by Washington observers because the food protection committee report has been distributed to the Ice Cream Manufacturers Assn. membership and probably will be part of the ice cream standards record. In face of this warning it is not seen probable that FDA would permit the use of mono and diglycerides in ice cream. Therefore, if FDA now authorized the use of these products and their compounds in bread it might at a later date be inconsistent in barring their use in ice cream.

Use of "Common Sense" Leaflet Grows; Immediate Action Urged

(Further details on Page 24.)

CHICAGO — Distribution of the "Common Sense Weight Reduction" leaflets passed the million mark this month as the joint effort of the Wheat Flour Institute and the Bakers of America Program to convince the American consumer that bread is not fattening gained headway.

As has been true from the start, most of the orders come from small operators. It is thought that larger firms take longer to get their programs under way, but eventually will come in on a broad scale.

"The program is just now getting rolling," said Howard Lampman, director of the Wheat Flour Institute. "There are many other steps yet to be taken to facilitate distribution."

"For instance, the institute is making a complete mailing of proofs of advertising mats contained in the kit to retail advertising managers of all daily newspapers."

Walter H. Hopkins, director of the Bakers of America Program, says he is quite satisfied with the progress of the campaign. He said, however, that the other promotional material contained in the kit is not moving as speedily as the leaflet, and urged that bakers realize its value.

The campaign theme is to emphasize the valued place bread enjoys in a balanced, helpful diet, and to point out to the four persons out of every ten interested in weight control that

Bakers' Promotion Program Plans for 1952 Mapped

DETROIT—Tentative plans for the Bakers of America Program advertising for 1952 were discussed by the program and planning committees at a meeting in Detroit recently. Karl E. Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn. and chairman of the committees, presided.

Following a discussion of proposals for expanding the Bakers of America Program public relations operation, Mr. Baur was instructed by the members to appoint a committee which will present a plan of action in the near future.

—BREAD IS THE STAFF OF LIFE—

DELANEY COMMITTEE PLANS FALL HEARINGS

WASHINGTON — The House of Representatives committee investigating the use of chemicals in food products, headed by Rep. James J. Delaney, (D., N.Y.) will hold no more hearings until Fall. Hearings have been scheduled in California, Washington and New York at that time.

Rep. Delaney, in an article in the July issue of the American Magazine, titled "Peril on Your Food Shelf," charged that the nation's foods are being "doctored by hundreds of new chemicals, whose safety has not yet been established."

The government official reiterated an earlier charge that the use of chemicals in bread have enabled the baking industry to reduce "by about 50%" the amount of shortening used in bread.

bread can be included in any reducing diet.

Mr. Lampman urged immediate action, asking that orders for the leaflets and kits be sent as soon as possible to facilitate volume printing. The order backlog is rapidly nearing the deadline for printing. After this point has been reached, the price of the promotion kits will have to be raised, it was emphasized.

"One baker alone," Mr. Hopkins stated, "ordered 250,000 of the leaflets."

The "Common Sense Weight Reduction" leaflets are being distributed by newspapers, radio stations, food editors, regional home economists and nutritionists as well as by millers and bakers. In addition to the weight reduction leaflet, many of the additional promotional devices included in the kit are attaining popularity with bakers. Advertising schedules are being planned, outserts and endseals promoting the "bread is not fattening" cause are being ordered.

Although plans for the milling industry's participation in the action to combat the "fattening phobia" are not fully developed, it is expected that sales meetings will point up the value of flour salesmen aiding their biggest customer—the baker—in pushing the promotion. Mills are planning to use the weight reduction leaflet as bag inserts, with premium orders and in educational work.



ABA EMBLEM—"Essential for a Strong America" is the theme of the 1951 American Bakers Assn convention to be held in Chicago Oct. 13-17. The emblem of the convention (above) will be used on all the convention programs and other literature to carry the theme throughout the nation.

ABA Outlines Plans for Oct. 13-17 Meeting Program

CHICAGO — The 1951 convention of the American Bakers Assn. will be built around the theme of "Essential for a Strong America," John T. McCarthy, Jersey Bread Co., Toledo, chairman of the board of the ABA, has announced. The convention will be held at the Hotel Sherman in Chicago, Oct. 13-17.

The theme was suggested by Karl E. Baur, Liberty Baking Co., Pittsburgh, president of the association.

"The essentiality of bakery products in many directions is an accepted fact," Mr. McCarthy said. "In our convention meetings we will be able to impress on everyone within and outside our industry the important role that the baking industry plays as a business employing hundreds of thousands of people; as a food distributing factor which totals \$4 billion; as the farmer's best customer; as a vital contributor to the health and well-being of the American people."

"On these subjects and many others, the importance and essentiality of the industry will be brought home to consumers, emphatically underlined to people in government and emphasized to every member of the industry."

The convention program will open Saturday, Oct. 13, with that day devoted to the wholesale cake branch sessions.

Sunday will be "Retail Bakers Day" and a committee is in the process of drawing detailed plans for the retail meetings. Also on Sunday, there will be meetings of the ABA executive committee, American Bakers Foundation trustees and members meetings, the ABA national affairs committee, and a luncheon for the ABA board of governors.

The reception for the chairman and president will be from 5 to 7 p.m. Sunday.

The general session of the ABA will open at 10 a.m. Monday, Oct. 15, with reports from the officers and various committees. The American Institute of Baking meeting will be held during this time.

Monday afternoon will be devoted to the Bakers of America Program report and projected plans for the future.

The annual Bakers Party and Dinner Dance will be held Monday evening, starting at 7:30.

The Allied Trades of the Baking Industry will hold a breakfast Tuesday morning, followed by ABA branch sessions which will open at 10 a.m.

Sessions will be held for wholesale pie, house-to-house, wholesale bread and multiple-unit-retail. These sessions will continue Tuesday afternoon.

The young executives of the baking industry will take over the balance of the program Wednesday morning, the convention adjourning at noon.

—BREAD IS THE STAFF OF LIFE—

ARBA Meeting Set for March 16-18 in Washington

CHICAGO—The 1952 convention of the Associated Retail Bakers of America will be held at the Shoreham Hotel, Washington, D.C., March 16-18 according to a recent announcement by Bern E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., president of the association.

The choice was made at the invitation of the Retail Bakers Association of Greater Washington, through its president, E. Eric Birk, Willie's Bakery, Washington.

Mr. Birk will act as general convention chairman, supported by Charles J. Schupp, Schupp's Bakery, a director of the ARBA.

ARTHUR GODFREY SPOTLIGHTS ENRICHMENT JULY 24

MINNEAPOLIS — Arthur Godfrey will tell more than 5 million people from coast to coast about bakers' fine bread, rolls and sweet goods and the importance of enriched bakery products July 24, according to Harvey J. Patterson, vice president, bakery products sales, Pillsbury Mills, Inc. The popular radio star will spotlight the 10th anniversary of enrichment on his radio program at 10:30 a.m. Eastern Daylight Saving Time over 183 CBS stations. With the cooperation of the American Medical Assn., the broadcast will tell listeners how the added vitamins in bakers' products have helped raise the nation's health standards. The radio broadcast has been arranged by Pillsbury as a means of giving millions of housewives and mothers a better understanding of the nutritive value of bakery products on behalf of the nation's bakers, it is pointed out.

The advertisement of Pillsbury Mills, Inc., appearing on page 1 of this issue refers to July 10 as the date of the broadcast. The date was changed to July 24, because Mr. Godfrey flew to Europe July 5 to meet Bernard Baruch, and sit in as a civilian adviser when Mr. Baruch discussed current problems with Gen. Eisenhower.

Allied Trades of the Baking Industry Honors Memory of "Sig" Werner

CHICAGO—A scroll in memory of the late Sigurd O. Werner and presented by the Allied Trades of the Baking Industry was dedicated here June 19. Representatives of the many industry organizations in which Mr. Werner was active participated in the ceremony honoring the former Chicago manager of the Miller Publishing Co., who died Feb. 5 at the age of 59. For 44 years he had been a staff member of the four business publications of the company—The Northwestern Miller, The American Baker, Feedstuffs, and Milling Production.

The dedication ceremony was a highlight of the evening program at the first summer outing of the Bakers Club of Chicago held at Elmhurst Country Club.

The scroll will hang in the Sherman Hotel quarters of the Bakers Club of Chicago as a permanent memorial to the lifetime activities of Mr. Werner. A reproduction of the scroll will hang in the home office of the Miller Publishing Co. in Minneapolis, and a reproduction will be presented to Mrs. S. O. Werner.

Long Service Reviewed

John P. Garrow, Chapman & Smith Co., Chicago, president of the Allied Trades of the Baking Industry, in charge of the ceremony, reviewed Mr. Werner's long service in the industries in which he was active. He pointed out that Mr. Werner's career of service was unique because of its wide area of interest and its extended period of years.

W. E. Lingren, editor of The American Baker, Minneapolis, representing the Miller Publishing Co., pointed out that it was a great privilege for the company to have had Mr. Werner on its staff and an honor to have him "remembered in this special way."

"I am sure," he said, "that Sig would be most pleased to see his years of service so recognized."

N. G. Anderson, Bay State Milling



The Late Sigurd O. Werner

Co., Chicago, representing the Chicago Feed Club, reviewed Mr. Werner's activities with that group and expressed its collective appreciation for the service rendered. Harry W. Larsen, Habel, Armbruster & Larsen Co., Chicago, expressed similar thoughts as the representative of the Chicago Association of Flour Distributors.

Representing the Chicago Bakers Courtesy Club, Arthur W. Fosdyke, Anetsberger Bros., Inc., Chicago, president of the group, told of Mr. Werner's long service as secretary-treasurer of the club from 1929 until his death. He quoted from a piece written by Mr. Werner which set forth his ideals of service and outlined his views that the club should be always alert to opportunities for additional service to the industry.

Charles J. Regan, Interstate Bakeries Corp., Chicago, president of the Bakers Club of Chicago, accepted the scroll in behalf of the club in whose

quarters the memorial will permanently hang.

Mr. Regan said it was fitting that the memorial should hang in the club's quarters because of the long and close association Mr. Werner had with the organization's activities during his lifetime.

Paul Clissold, Bakers Helper, Chicago, closed the dedication ceremony with a song, "Old Soldiers Never Die."

The scroll was signed by Mr. Garrow, as president of the Allied Trades of the Baking Industry, and by Claude A. Bascombe, Standard Brands, Inc., New York, secretary of the organization. Text of the memorial follows:

"In grateful memory of 'Sig' Werner, beloved fellow member of the Allied Trades of the Baking Industry, whose most lasting memorial has been indelibly written in the hearts of all who were privileged to know him.

"For 44 of his 59 fruitful years, this good and kindly man devoted his unique editorial and persuasive ability to selfless fostering of cooperative action for the benefit of the baking and milling industries.

"Although many worldly honors came his way, his greatest achievement is found in the answer to his oft-repeated and characteristic question—'Can I Help You?'

"To this the baking, milling and allied industries have but one reply:

"You always have helped, Sig Werner; and in the memory of your friends you always will."

Previous Honors

The memorial scroll was not the first time Mr. Werner had been so honored. In 1949, he was cited by the Chicago Association of Flour Distributors for completing 25 years of outstanding service as secretary-treasurer of that group. Nine years earlier he was given a testimonial scroll by members of the Chicago flour and baking industries for his long service to those trades. He was secretary of the National Federated Flour Clubs from 1932 to 1939. In 1929 he became secretary and treasurer of the Chicago Bakers Courtesy Club. For five years he was a director and for three years he was secretary of the Bakers Club of Chicago.

Born in Minneapolis May 5, 1891, Mr. Werner moved with his family to Oslo, Norway, in 1901. Five years later he completed high school there and returned to Minneapolis. His employment by the Miller Publishing Co. began Sept. 6, 1906. From his first job as a \$5-a-week office boy he advanced to the subscription department, and for about 10 years prior to his transfer to the Chicago office of the company in 1922 he was in the editorial department. He became manager of the Chicago office in 1928, in charge of advertising sales and service in that area for the company's four publications, The Northwestern Miller, Feedstuffs, The American Baker, and Milling Production. He had been a director of the company since 1948.

He was active in his church, serving as a member of the board, treasurer and chief usher.



AT CEREMONY—Participating in the dedication of the scroll presented by the Allied Trades of the Baking Industry honoring the memory of the late S. O. Werner were those shown above. Left to right, they are Don E. Rogers, central states manager of the Miller Publishing Co., Chicago; Charles J. Regan, Interstate Bakeries Corp., Chicago, president of the Bakers Club of Chicago; John P. Garrow, Chapman & Smith Co., Chicago, president of the Allied Trades of the Baking Industry, and W. E. Lingren, editor of The American Baker, Minneapolis. Until his death last February, Mr. Werner served as Chicago manager of the Miller Publishing Co., representing The American Baker, The Northwestern Miller, Feedstuffs and Milling Production.



MEMORIAL SCROLL—The scroll dedicated by the Allied Trades of the Baking Industry as a memorial to the late Sigurd O. Werner is reproduced above. The original will hang in the Sherman Hotel quarters of the Bakers Club of Chicago. Mr. Werner, who at the time of his death last February was Chicago manager of the Miller Publishing Co., was active for many years in the activities of the baking, milling and feed industries in the Chicago area.

Wheat Field Day Features Role of Research in Baking Industry

KANSAS CITY—The four major elements in the breadstuffs production line—farmers, grain men, millers and bakers—celebrated together the pending harvest of another wheat crop at the annual field day of the Kansas Wheat Improvement Assn. June 22 at the Paul Uhlmann farm near Kansas City. The theme of the meeting this year was evident in the stress placed on the important role of research in maintaining the nation's bread supplies and quality at an ample level.

As usual the field day attracted men from all parts of the nation and representing most of the leading business concerns associated in production of the "staff of life." About 800 were present for the tour of the experimental wheat plots and the speaking program which followed.

There are 91 test plots throughout the state of Kansas. Together with the test fields at Manhattan, the Uhlmann farm plantings are the master test plots of the wheat improvement work of the state, C. E. Skiver, field director of the Kansas Wheat Improvement Assn., explained. Mr. Skiver, and C. T. Hall, county agent, outlined the objective behind the study of each of the 15 wheat plots.

Research Program Needs

The great long-term values of this type of research work was emphasized by President James A. McCain of Kansas State College in the principal address of the day.

One of the pioneering leaders in fostering wheat improvement work, the late M. Lee Marshall, former head of the Continental Baking Co. and a major figure in the wheat field days of the past, was the subject of a speech of tribute made by Raymond K. Stritzinger, chairman of the board of the Continental Baking Co. and an associate of Mr. Marshall's for more than 30 years.

Mr. Stritzinger declared that Mr. Marshall, whose death took place last summer, was not only a great man of business but also a great American with a deep love of his country and a continued devotion to her service.

Friends of Mr. Marshall have established in his memory two scholarships at Missouri Valley College, Marshall, Mo., of which he was a trustee. The awards are made to candidates who best exemplify true Americanism.

Such civic minded patriotism as typified by Mr. Marshall's many services to his country is the prime need of the nation today, said John T.

McCarthy, Jersey Bread Co., Toledo, chairman of the American Bakers Assn. The ABA leader said that the country is suffering from the failure of many of its most gifted citizens to accept civic responsibilities. All of the fruits of research will be useless if economic and civil liberties are lost to various selfish pressure groups, he pointed out.

The association chairman praised the work of the Kansas wheat improvement group and pledged the baking industry's support to it.

Challenge to Bakers

"All good bakers will rise to meet the challenge of taking this good wheat and producing from it bread of the finest quality," Mr. McCarthy said. "Our path is to learn what man needs for complete health and to devise ways to deliver our natural proportion of these requirements to the nation's dinner tables as cheaply as possible and in the most appetizing forms."

Jess B. Smith, president of the Kansas Wheat Improvement Assn., was chairman of the speaking program and introduced the orators.

A barbecue dinner and refreshments were served to the guests following the conclusion of the speaking program.

On the evening preceding the field day, the millers of Kansas City entertained the bakers and other out-of-town guests in the flour milling and allied trades at a cocktail hour and dinner at the Muehlebach Hotel. There were about 200 present. Following the dinner, Earl Cross and Harry Lautensack, General Mills, Inc., who acted as masters of ceremonies this year, made a number of introductions of the guests and called on some for brief remarks.

As usual a very large number of men prominent in the baking and allied industries attended the meeting. Among those present were:

Raymond K. Stritzinger, chairman, Ellis C. Baum, vice president, A. G. Hessel, director of purchases, and Fred Pfizenmayer, flour buyer, Continental Baking Co., New York.

W. F. Farnan, director of purchases, New York, and Bryce B. Smith, vice president, Kansas City, General Baking Co.

R. A. Jackson, vice president, and Fred F. Kleinmann, vice president and director of purchases, Ward Baking Co., New York.

I. E. Madsen, vice president, and Steve Vesecky, vice president and

flour buyer, Campbell-Taggart Associated Bakeries, Dallas.

A. W. Koss, director of purchases, Purity Bakeries Corp., Chicago.

H. B. Cunningham, vice president, and John H. Bailey, manager of the flour and milling division, National Biscuit Co., New York.

Roy F. Nafziger, president, John R. Dow, vice president, Carl Rapp, flour buyer, and C. A. Brantingham, assistant flour buyer, Interstate Bakeries Corp., Kansas City.

Frank Tully, flour buyer, Great Atlantic & Pacific Tea Co., Minneapolis.

Herbert H. Wurtz, flour buyer, and W. S. Sullivan, assistant flour buyer, Kroger Grocery & Baking Co., Cincinnati.

Harry L. Jones, Kelly-Erickson Co., Omaha, flour buyer for Safeway Stores.

Louis E. Caster, president, Keig-Stevens Baking Co., Rockford, Ill.

Jack Schafer, Schafer's Bakeries, Detroit, Mich.

Russell L. White, president of the White Baking Co., Indianapolis.

J. U. Lemmon, Jr., vice president, Doughnut Corporation of America, New York.

C. J. Patterson, president, and Wade Glassburn, flour buyer, C. J. Patterson Corp., Kansas City.

William Markwardt, president, Markwardt's Bakery, Joplin, Mo.

August Junge, president, and Nolan Junge, Junge Baking Co., Joplin, Mo.

Kenneth Alexander, Alexander Baking Co., Topeka, Kansas.

Dr. William Bradley, scientific director, American Institute of Baking, Chicago.

Allied trades representatives included: Albert R. Fleischmann, vice president, and Joseph A. Lee, vice president, Standard Brands, Inc., New York; Paul C. Guignon, sales director, bakers yeast and malt division, Anheuser-Busch, Inc., St. Louis; Walter Kuckenbecker, southwestern division manager, Red Star Yeast & Products Co., Kansas City; Dr. F. M. Parker, director of sales, Merck & Co., Rahway, N.J.; P. Val Kolb, president, Sterwin Chemicals, Inc., New York.

Among the flour brokers present were Frank Herbert, Johnson, Herbert & Co., Chicago; Joseph J. Kelly, Kelly Flour Co., Chicago; William A. Fuerst, Cincinnati; Martin Witsenburg, flour importer of Amsterdam, Holland, and W. P. Tanner and Robert Tanner, Tanner-Evans-Siney Corp., New York.

There were representatives of all of the larger flour milling firms, with

more than a score of millers attending from Minneapolis, Chicago, Denver, Memphis, Indianapolis and St. Louis as well as those from Oklahoma, Kansas and Missouri. Herman Fakler, vice president of the Millers National Federation, Washington, was in the group.

MANY ATTEND BARBECUE

KANSAS CITY—More than 150 bakers, millers, grain men and others in associated industries were guests at a barbecue at the home of Hubert Edwards, manager of the Higginsville (Mo.) Mill, June 20. The guests included a large number of those who were in Kansas City to attend the annual field day celebration of the Kansas Wheat Improvement Assn. June 22. The hosts were Mr. Edwards, S. A. Martin of the Martin Dairy Products Co., Kansas City, and L. L. McAninch of the Research Products Co., Kansas City. Many of those who attended went to Higginsville from Kansas City in a group in special buses chartered for the occasion and liberally stocked with refreshments for the trip.

—BREAD IS THE STAFF OF LIFE—

NEBRASKA PRODUCTION MEN ELECT DONALD W. STULP

OMAHA—Donald W. Stulp, Omar, Inc., Omaha, has been elected president of the Nebraska Bakery Production Club to succeed Charles W. Ortman, Ortman's Bakeries, Omaha. Other officers elected at the meeting held June 27 here are Harold Freeman, Fairfax Bread Co., Omaha, first vice president, and Kerwood Kelly, P. F. Petersen Baking Co., Omaha, second vice president.

Ed Rosse, Grain Products Testing Laboratories, Omaha, was reelected to the office of secretary-treasurer, which he has held since the club was organized in 1948. In recognition of his services the members presented him with an engraved pen and pencil set. Wyman Kenagy, Walter Gerlach and Ralph Steen were introduced as new members.

Following the business session Robert Grant, district manager, Anheuser-Busch, Inc., presented the film "The House That Faith Built" and furnished refreshments.

Arrangements are being made for the annual picnic to be held during the last week in August, and the next open meeting of the club, which is scheduled for September.

—BREAD IS THE STAFF OF LIFE—

EKCO TO ENLARGE PLANT

CHICAGO — Ekco Products Co., Chicago, manufacturer of baking equipment is making an addition to its plant which will add approximately 30,000 sq. ft. of floor area.



AT HEART OF AMERICA CONVENTION—Photographed during some of the festivities of the Heart of America Bakers meeting in Kansas City in June were these conventioners (left to right): Mr. and Mrs. Robert Patterson, C. J. Patterson Corp., Kansas City; Mr. and Mrs. Richard Zimmerman and Mr. and Mrs. E. H. Zimmerman, Zimmerman Bakeries, Hannibal,

Mo.; Mr. and Mrs. Charles Nelson, Hy-Klas Food Products, St. Louis, Mo., and Mr. and Mrs. L. M. Lundgaard, Ismert-Hincke Milling Co., Kansas City; Larry Felton, Kansas City, and Sam Baker, St. Louis, Anheuser-Busch, Inc., and Mrs. Felton, Mrs. James S. Chase, Golden Crust Baking Co., Manhattan, Kansas; Mr. and Mrs. G. L. Jordan, Jordan Baking Co., Topeka, Kansas.

Wheat, Flour Prices Ease Downward

PENDING KOREAN SETTLEMENT CAUSES REACTION IN FUTURES

Higher 1951 Crop Price Support Level a Major Bullish Factor — Additional Pressure Expected as Winter Wheat Crop Hits Market

By GEORGE L. GATES

Market Editor of The American Baker

With international developments once again coming to the forefront in market developments, wheat and flour prices eased downward in early July. The start of cease fire negotiations in Korea brought a downward reaction in wheat futures prices, and although this tendency appeared to be checked for a time, heavy marketing of the 1951 southwestern winter wheat crop in July was expected to put some additional pressure on market levels. Meanwhile, the establishment of a 1951 crop price support level 19¢ higher than that in effect in 1950 emerged as a major bullish market factor along with prospective large export workings of wheat in the current crop year.

Compared with early June, wheat futures prices in early July were 4@5¢ lower, while cash wheat prices showed declines of 3@9¢ bu. The millfeed market, meanwhile, recovered sufficiently to permit larger millfeed credits in flour pricing, and flour quotations were 10@25¢ sack lower than a month earlier at the start of July.

HARVEST LATE IN SOUTHWEST

The extremely late harvest in the big producing areas of the Southwest, coupled with the prospect of larger than normal receipts of wet grain, presented an unexpected situation to market observers. After a good recovery from early crop year drought, the winter wheat crop suffered considerably from heavy rains and floods in June, when normally the harvest is reaching a peak in Kansas. While some crop experts felt that the government's June 1 estimate of production could still be achieved in Kansas if weather turned favorable, others lopped substantial amounts from earlier forecasts. A measure of uncertainty, too, surrounds marketing prospects. Some grain men believe that a very heavy movement to terminals will develop since much of the crop may be too wet to store properly. This could depress price levels despite the operation of the loan program since high moisture grain can not be accepted for loan storage.

SPRING WHEAT CROP MAKES GOOD PROGRESS

Meanwhile, the spring wheat crop continued to make good progress in the northwestern states of Minnesota, Montana, North Dakota and South

Dakota. The government in June forecast an outturn of 349 million bushels of spring wheat, the largest in 36 years. Favorable weather will be needed through the remainder of the summer if this forecast is to be achieved, and some sections were reported to be in need of general rains early in July. A spring wheat crop of this size could help a great deal in offsetting losses to the winter wheat crop.

GOVERNMENT INCREASES SUPPORT PRICES

Wheat will be supported by loans and purchase agreements on a national average basis of \$2.18 bu. to the farmer. This compares with a national average support price of \$1.99 bu. on the 1950 crop. Terminal price support levels are \$2.45 at Kansas City, \$2.50 at Chicago and \$2.47 at Minneapolis. The increase in supports over last year is not as large as these figures indicate, however, as the government this year requires that producers pay storage charges ranging from 10¢ to 11½¢ bu. Also, the 7¢ bu. allowance for wheat stored on farms will not be paid. However, the rate still represents a substantial increase over last year, and heavy participation in the program is expected as long as market levels hold below support rates.

WHEAT EXPORTS DEVELOP SLOWLY

Exports of wheat under the International Wheat Agreement are developing rather slowly, but heavy purchases are expected soon after the winter wheat market rush hits its peak. Foreign buyers are watching developments closely and may be expected to step in for supplies when prices appear most favorable. Exports

in the crop year ended July 1 reached about 350 million bushels as heavy liftings continued through June. A total movement of about this size is anticipated during the 1951-52 crop year, regardless of international developments, many observers believe.

CARRYOVER SMALLER THAN EXPECTED

A carryover of 375 to 390 million bushels was estimated as of July 1, considerably smaller than was expected earlier when export demand was slow. Of the total about half is held by the government under loan or owned outright by the Commodity Credit Corp. from defaults on loan programs of previous years. Thus, a fairly substantial supply of free wheat from the 1950 crop remained to supplement supplies now being harvested. The government is still withholding all but small quantities of the wheat it owns from the market as a part of its strategic reserve program.

WORLD CRISIS THROWS MARKETS OFF BALANCE

Uncertainties in the international situation may be expected to keep markets off balance in the coming

months, although the other important influences will contribute to the major trend. Most economic observers believed in early July that a settlement in Korea would tend to cause some shake-outs in the economy, although continued rearmament efforts would keep inflationary forces alive. President Truman, in his appeal for continued price control authority, argued along these lines. Regardless of what is done by Congress about price controls, it seemed certain at midsummer that price ceilings for wheat and flour were a long way off, with government action on the price support front more significant to markets than on price ceilings.

—BREAD IS THE STAFF OF LIFE—

PRESIDENT'S COMMENTS

CHICAGO — Comments made by Don F. Copell, Wagner Baking Corp., Newark, retiring president of the American Society of Bakery Engineers, at the ASBE annual meeting are available in a two-page bulletin being distributed by the society. Copies may be obtained by sending a 3¢ stamped long envelope to Victor E. Marx, ASBE secretary, Room, 1354, La Salle Wacker Bldg., 121 W. Wacker Drive, Chicago.

Mills Make Boost in Carrying Charges as Costs Gain Sharply

MINNEAPOLIS — The increased costs of storage, interest and insurance have forced flour mills to consider increased carrying charges on flour purchases which are not ordered shipped before contract termination dates.

Practically all U.S. milling concerns have increased carrying charges on over-due flour contracts. These changes started a few weeks ago, and has been accepted as a necessity by all of the large unit milling companies. Trade reports indicated a large proportion of the smaller concerns also have made the change.

In most cases the increase amounted to doubling the carrying charge, from 1/12¢ a sack a day to 1/6¢. Increased costs of storage, interest and insurance required the boost in charges, mill spokesmen say.

In general the baking industry has agreed the new rate is equitable and

few complaints are said to have been made.

While mills have been aware of increased costs and potential losses from inadequate carrying charges for some time, serious consideration of the problem was stimulated by the large amount of flour accumulating these charges in the past several months. Forward bookings have been heavy, in contrast to experience during recent years when bakers often operated on a more or less hand-to-mouth basis. As a result, deliveries sometimes could not be accepted within the contract period.

The 1/12th of a cent charge is part of the uniform flour contract put into effect in 1938. In that year the practice of collecting carrying charges on flour contracts became universal.

While the carrying charge rate established in 1938 was adequate then, the items on which the original figure was based have doubled or even trebled in cost.

According to one survey, interest charges have increased 66%, and with the increase in wheat prices, interest costs per bushel per month have advanced from 1/4¢ to 1/2¢—an actual increase of 400%. Similarly, elevator labor costs have more than doubled, and insurance charges, because of the higher wheat prices, have trebled.

A major item, too, which has entered the picture, is the higher rate paid by the government for storage space. Today it pays 10 to 11½¢ bu. a year, whereas in 1938 the government paid 6¢ bu. a year.

In Chicago, for example, the minimum cost of carrying wheat in public elevators for storage, interest and insurance with wheat at \$2.40 bu., is 2½¢ bu. a month. This works out to 5¢ a sack a month, converted to a flour basis, or 1/6¢ a day.

One of the problems under study is

Summary of Flour Quotations

June 2 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

| | Chicago | Mpls. | Kans. City | St. Louis | Buffalo |
|--------------------------|------------|-----------|------------|------------|----------------|
| Spring top patent | 5.85@6.04 | ..@.. | ..@.. | ..@.. | ..@.. |
| Spring high gluten | ..@.. | 6.30@6.65 | ..@.. | ..@.. | 7.00@7.03 |
| Spring short | ..@.. | 5.80@6.10 | ..@.. | ..@.. | 6.45@6.48 |
| Spring standard | 5.75@5.98 | 5.70@6.00 | ..@.. | ..@.. | 5.95 6.35@6.38 |
| Spring first clear | 5.50@5.87 | 5.55@6.00 | ..@.. | ..@.. | 5.70 6.20@6.23 |
| Hard winter short | 5.77@5.89 | ..@.. | 5.60@5.65 | ..@.. | ..@.. 5.90 |
| Hard winter standard | 5.67@5.79 | ..@.. | 5.45@5.50 | ..@.. | 6.20@6.25 |
| Hard winter first clear | ..@.. 5.11 | ..@.. | 4.55@4.70 | ..@.. | 5.90@5.96 |
| Soft winter short patent | 6.75@6.76 | ..@.. | 6.75@7.00 | ..@.. | 6.35 6.00@6.05 |
| Soft winter standard | 5.33@6.50 | ..@.. | ..@.. | ..@.. | ..@.. |
| Soft winter straight | ..@.. | ..@.. | 5.55@5.65 | ..@.. | 5.75@5.80 |
| Soft winter first clear | 5.55@5.90 | ..@.. | ..@.. | ..@.. 4.90 | 5.35@5.40 |
| Rye flour, white | 5.50@5.62 | ..@.. | ..@.. | ..@.. 5.85 | 5.95@6.00 |
| Rye flour, dark | 4.53@4.87 | ..@.. | ..@.. | ..@.. 4.85 | 4.95@5.00 |
| | New York | Phila. | Boston | Pittsburgh | Atlanta |
| Spring high gluten | 6.90@7.05 | 6.85@6.95 | 6.92@7.07 | 6.93@6.97 | ..@.. |
| Spring short | ..@.. | 6.40@6.50 | 6.37@6.49 | 6.38@6.44 | ..@.. |
| Spring standard | 6.20@6.38 | 6.30@6.40 | 6.27@6.39 | 6.28@6.33 | ..@.. |
| Spring first clear | 6.10@6.30 | 6.15@6.25 | 6.20@6.37 | 6.21@6.41 | ..@.. |
| Hard winter short | 6.13@6.35 | 6.05@6.15 | 6.22@6.37 | 6.13@6.41 | ..@.. |
| Hard winter standard | 5.93@6.15 | 5.95@6.05 | 6.02@6.17 | 5.98@6.21 | ..@.. |
| Soft winter straight | 5.75@6.05 | ..@.. | 5.77@6.12 | ..@.. | ..@.. |
| Soft winter standard | ..@.. | 5.05@5.30 | ..@.. | ..@.. | ..@.. |
| Rye flour, white | 5.90@5.96 | 5.95@6.05 | ..@.. | 5.89@6.05 | ..@.. |
| Rye flour, dark | ..@.. | ..@.. | ..@.. | 4.67@5.35 | ..@.. |

possible conflict with Office of Price Stabilization regulations. While the matter has not been completely ironed out, one mill executive stated his concern had decided it could legally increase the carrying charge provided the gross charge does not put the final cost above the gross ceiling permitted on the date of sale.

With flour selling under ceiling levels, an increased carrying charge as part of a contractual provision, would be permissible, it was explained. However, if flour is sold at the ceiling the 1/12¢ charge probably would have to prevail.

April Flour Output Well Above 1950, Census Bureau Says

WASHINGTON—Wheat flour production during April, 1951, was more than a third of a million sacks higher than for the same month of 1950, the Bureau of the Census reported in its "Facts for Industry," released June 21.

The April, 1951, output totaled 17,258,000 sacks as compared with 16,864,000 for the same month of 1950. The April, 1951, total was about 2½ million sacks under the total for March, however.

The average monthly production for the first four months of the present calendar year is 19,500,000 sacks.

Flour production during April averaged 822,000 sacks per working day, compared with 897,000 sacks during March.

The decline in output during April, compared with March, amounted to about 12½% and was fairly uniformly distributed over the principal milling center.

Wheat flour mills in April operated at 72.5% of capacity, compared with 78.7% the previous month.

April wheat grindings amounted to 39,919,000 bu. compared with 45,820,000 bu. during March. Wheat offal output was 338,000 tons, compared with 385,000 tons the previous month.

These figures represent the production of all commercial flour mills in the U.S., the Bureau of the Census stated in its report. About 96% of the totals are reported by the 400 largest mills in the country and the balance is estimated. The estimated portion is derived from an annual survey of the smaller mills.

Rye Production Drops

WASHINGTON—Production of rye flour by U.S. mills during April totaled 163,000 sacks, according to an estimate made by the Bureau of the Census. This compares with 183,000 sacks for March, 1951, and a monthly average of 181,000 sacks during 1950.

Rye ground during the month totaled 377,000 bu., compared with 413,000 bu. for March. Offal produced during April, 1951, totaled 2,309 tons as against 2,358 tons for the previous month.

CLINTON FOODS DIVIDENDS

CLINTON, IOWA—Members of the board of directors of Clinton Foods, Inc., meeting here declared the following dividends, it has been announced by L. A. Huemmler, secretary of the corporation: Three monthly dividends of 20¢ a share on outstanding common stock, payable on the first business day of August,

September and October, 1951, to stockholders of record at the close of business on the 16th day of July and August, and the 15th day of September. Also a regular quarterly dividend of \$1.12½ was declared on the outstanding 4½% cumulative convertible preferred stock of the corporation, payable on the first business day of October, 1951, to stockholders of record at the close of business Sept. 15, 1951.

ILLEGAL LOAVES

LANSING, MICH.—Three baking firms have obtained a restraining order to prevent Charles Figy, head of the Michigan Department of Agriculture, from interfering in the manufacture of 20 oz. pullman loaves of bread. An official of one of the firms said that an outdated Michigan law calls for baking of bread in open pans, and that bakers are hoping for a change in the law.

RECORD KROGER SALES

CINCINNATI—Highest weekly sales in the history of the Kroger Co. were reported for the four-week period ending May 19, 1951. Sales for the fifth period totaled \$78,322,183, a 20% increase over sales of \$65,348,458 for the same four-week period a year ago. Previous high of \$78,272,959 was reported for the 13th period of 1950. Cumulative sales for the first five periods of 1951 totaled \$382,896,354, a 21% increase over sales of \$315,559,205 for the same five periods last year.

Domestic Sugar Quota Increased 250,000 Tons

WASHINGTON—The U.S. Department of Agriculture has increased the supply of quota sugar to be available to meet requirements of domestic consumers 250,000 tons, to a total of 8,250,000 tons, raw value.

The action was taken because of recent sharp increases in sugar distribution, the department pointed out. The Industrial Sugar Users Group, including organizations such as the American Bakers Assn. and the Associated Retail Bakers of America, had urged that "remedial action" be taken to make more sugar available in order to slow rising prices on the commodity.

June Flour Production Shows Decrease From May

Flour mills reporting their production to The Northwestern Miller manufactured 12,508,959 sacks of flour during June. This was a decrease of 1,369,309 sacks from the May output. The same mills reported production of 12,967,760 sacks during June, 1950, or 458,801 more than for the past month. Two years ago the production for June was 13,857,713 sacks and three years ago 15,697,724. Based on the Bureau of Census production for April, the latest available, mills reporting to The Northwestern Miller in that month made 74% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in June, the figures reported to The Northwestern Miller for that month indicated that total production for the U.S. was 16,904,000 sacks.

Monthly flour output, in 100-lb. sacks, with comparisons, as reported to The Northwestern Miller by mills in principal producing areas:

| | June, 1951 | *Previous month | 1950 | June 1949 | 1948 |
|---------------------------------|------------|-----------------|------------|------------|------------|
| Northwest | 2,685,262 | 2,916,849 | 2,787,149 | 2,907,607 | 3,228,257 |
| Southwest | 4,970,315 | 5,537,061 | 4,818,861 | 5,389,485 | 6,451,091 |
| Buffalo | 1,821,066 | 1,933,954 | 2,080,797 | 2,266,362 | 2,362,091 |
| Central and Southeast | 1,917,817 | 2,221,339 | 2,059,281 | 2,215,293 | 2,222,741 |
| North Pacific Coast | 1,114,499 | 1,269,065 | 1,221,672 | 1,079,056 | 1,422,938 |
| Totals | 12,508,959 | 13,878,265 | 12,967,760 | 13,857,713 | 15,697,724 |
| Percentage of total U.S. output | 74 | 74 | 75 | 72 | 70 |

The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the New York Curb Market:

| | 1950-51 | June 2, 1951 | June 29, 1951 |
|--|---------|--------------|---------------|
| | High | Low | Close |
| Burby Biscuit Corp. | 5 3/4 | 3 | 3 1/4 |
| Continental Baking Co. | 19 1/2 | 17 | 17 1/2 |
| Continental Baking Co., \$5.50 Pfd. | 100 | 93 1/2 | 100 1/4 |
| General Baking Co. | 12 | 10 1/4 | 11 1/4 |
| General Baking Co., \$8 Pfd. | 166 | 119 | *158 1/2 |
| Great A. & P. Tea Co. | 146 1/4 | 116 1/2 | 123 |
| Great A. & P. Tea Co., \$5 Pfd. | 137 | 129 | 133 |
| Hathaway Bakeries, Inc. | 11 1/4 | 9 1/4 | 10 1/4 |
| Horn & Hardart Corp. of New York | 34 | 27 1/4 | 25 1/4 |
| National Biscuit Co. | 39 1/2 | 31 1/2 | 32 1/2 |
| National Biscuit Co., \$7 Pfd. | 186 | 164 | 169 1/2 |
| P. Rity Bakeries Corp. | 34 1/2 | 27 1/2 | 30 |
| Sunshine Biscuits, Inc. | 63 1/4 | 56 | 61 1/4 |
| United Biscuit of America | 33 | 29 1/2 | 31 1/4 |
| United Biscuit of America, \$4.50 Pfd. | 111 1/2 | 107 | *107 1/2 |
| Ward Baking Co. | 19 1/2 | 17 1/2 | 18 1/2 |
| Ward Baking Co., \$5.50 Pfd. | 165 1/2 | 99 | 102 1/2 |

Closing bid and asked prices on stocks not traded June 29:

| | Bid | Asked |
|--|---------|---------|
| Horn & Hardart Corp. of N.Y., \$5 Pfd. | 108 1/4 | 109 |
| Omar, Inc. | 18 1/2 | 19 |
| Wagner Baking Co. | 6 1/4 | 7 |
| Wagner Baking Co., Pfd. | 105 | 107 1/2 |
| Ward Baking Co., Warrants | 6 | 6 1/2 |

*Previous close.

Interstate Bakeries Corp. Buys Mrs. Karl's Plant in Milwaukee

KANSAS CITY—The Interstate Bakeries Corp. has purchased Mrs. Karl's Bakeries, Inc., Milwaukee, according to announcement made in Milwaukee by R. L. Nafziger, president of the Interstate organization. The purchase price was not announced but was estimated by the trade at around \$1 million.

Founded in 1930, Mrs. Karl's Bakeries is one of the major plants in Milwaukee and does a net volume of about \$3.5 million dollars annually.

Robert J. Peters, president of the firm, has been identified in the Milwaukee baking industry for the past 35 years. The firm was organized by Jerome Paulus, now president of Ace Foods, Inc., Milwaukee catering and restaurant firm.

Mr. Peters was named president and sales manager in 1932, prior to which he had been sales manager for Oswald Jaeger Baking Co. Several years ago Mr. Peters acquired Mr. Paulus' interest in the bakery.

Last November Mr. Peters' bakery acquired the Bennison & Lane Baking Co. in Janesville, with 10 routes. In addition, the bakery operates 61 wholesale routes out of its Milwaukee plant, reaching a radius of 75 miles. About 300 persons are now employed by the bakery.

Purchase of Mrs. Karl's Bakeries

marks Interstate's entry into Wisconsin.

Officials of the Interstate Bakeries Corp. said that the trade names and the personnel of the Milwaukee company will be continued. The acquisition, it was pointed out, will further strengthen the company's position in the Wisconsin and northern Illinois area, which has been served from the company's two Chicago plants.

This is the second recent purchase by the Interstate company, which a few months ago bought the O'Rourke Baking Co. of Buffalo, the most eastern plant of the chain. The new purchases increase the Interstate group to 24 bread and cake plants and will expand the firm's business volume to approximately \$70,000,000 annually with about 4,400 employees.

CEILINGS DISCUSSED FOR CARTON INDUSTRY

WASHINGTON—The third quarter of 1949 has been recommended to the Office of Price Stabilization as a base period for cost figures on laminated bakery goods in writing a dollars-and-cents ceiling regulation for the paraffin cartons, pails and food cartons industry.

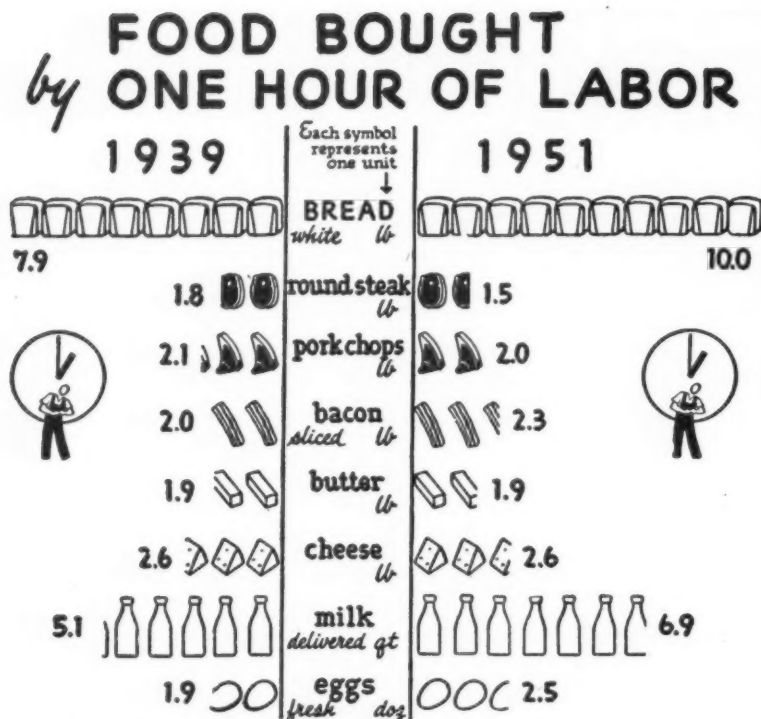
Members of the industry advisory committee, who made the recommendation during a meeting with OPS officials, also approved the form which the price agency will use in obtaining the cost information.

The first quarter of 1950 was recommended as the base period for paraffin cartons and frozen food packages. OPS proposes to call for price data from up to 90% of the volume of production.

Members of the committee are F. Norman Hartmann, Butler Paper Products Co., Toledo; Donald A. Snyder, Marathon Corp., Menasha, Wis.; Richard Liebman, Pollock Paper Corp., Dallas; E. J. Mulholland, Chicago Carton Co.; J. T. Kirkpatrick, Sutherland Paper Co., Kalamazoo, Mich.; and R. B. Bloomer, Bloomer Brothers Co., Newark, N.Y.

TO REDEEM PREFERRED

NEW YORK—The United Biscuit Co. of America is calling 1,600 shares of its preferred cumulative \$4.50 stock for redemption of the sinking fund July 15 at \$105.62½.



BOOST FOR BREAD—The Bakers of America Program is sending the picture story shown above to 6,000 newspapers, illustrating graphically how much more bread can be bought today with an hour's labor than has been possible in previous years. Using Bureau of Labor Statistics data, the chart is visual proof that bread prices have lagged behind advancing living costs. The caption furnished with the chart tells consumers that an hour of factory labor buys 25% more bread than in 1939, 50% more than in 1929 and twice as much as in 1919. Referring to bread enrichment's 10th anniversary, it is pointed out that "bread also contains more actual nutritive value, penny-for-penny, than any other food, according to the American Bakers Assn."

Bread Price Rise Lags Behind Jump in Factory Wages

WASHINGTON—The increase in the price of a loaf of bread has lagged far behind the rise in consumer income, Charles F. Brannan, secretary of agriculture, pointed out to the House Agricultural Committee recently.

"Average returns from an hour of factory labor will buy about the same number of loaves of bread now as it would in 1949, one fourth more than it would in 1939, more than one half more loaves than in 1929, twice as many as in 1919 and 2½ times as many as in 1914," the secretary said in a statement to the committee.

"If we are going to consider average increases in food costs, it is only fair to consider also the average increases in ability to buy."

The American Bakers Assn., Chicago, suggests an additional fact that fits into the situation: since 1939 the enrichment program has significantly improved the nutritional value of bread.

BAKERY IN WISCONSIN OPENS NEW ADDITION

RACINE, WIS. — The Lindstrom Bakery here is observing its 10th anniversary with the opening of an addition to its main store building, where production is carried on for the retail store and a downtown branch store.

The new addition, opened formally at a three day open house, permits both the expansion of production and daylight instead of round-the-clock output. One innovation is a large refrigerated work room in which cakes can be prepared and frosted.

In the last decade the firm, operated by Mr. and Mrs. Otto Lind-

strom, has expanded from a staff of two to one of 54 and from a weekly volume of \$125 to an annual gross of \$432,000. Mr. Lindstrom is a member of the Associated Retail Bakers of America national affairs committee and is chairman of its research and education committee. He also is founder and head of the Decko Mfg. Co., producer of rubber cookie sheets for bakers.

MILPRINT MOVES TO NEW QUARTERS IN MILWAUKEE

MILWAUKEE—Milprint, Inc., one of the country's leading producers of bread wrappers and other food packaging material, has completed removal of its offices and operations to its new multi-million dollar plant at 4200 N. Holton St.

The new plant, featuring a one-floor operation, is located on a 22-acre site, and accommodates production facilities formerly housed in three separate Milwaukee plants.

In addition to its local facilities, Milprint has nine other package converting and printing plants in various cities and maintains sales offices and design studios in all principal cities. About 3,000 persons are employed by the plants which occupy a total of nearly one million feet of floor space.

BAKER PERKINS APPOINTED UNION STEEL DISTRIBUTOR

ALBION, MICH.—The Union Steel Products Co. has announced the recent appointment of Baker Perkins, Inc., Saginaw, Mich., as nonexclusive distributor for all Union Steel bakery equipment products.

Through this appointment, Baker Perkins sales engineers now offer every conceivable type of equipment

used in the modern baking plant, the company states.

Union Steel jobbers and sales representatives will continue to serve their respective area customers and prospects throughout the industry. The E. J. Chubbuck Co., Oakland, Cal., will also continue the manufacture of "Union-Air" proofing, cooling and fermentation systems for West Coast distribution.

Literature explaining the appointment and its convenience aspects to the equipment purchaser, is being currently distributed by both firms.

JUDGMENT OF CANADIAN BAKERIES SET FOR OCT. 1

WINNIPEG — Judgment in the trial of six Western Canada baking concerns will be reserved until Oct. 1, according to a statement in Calgary by Justice Boyd McBride. The bakery firms are charged with conspiracy unduly to prevent or lessen competition in the baking industry in Alberta, Saskatchewan and British Columbia for the years 1933 to 1950.

The Calgary hearing was the longest in Alberta judicial history and lasted more than 24 weeks. The accused bakeries are Canadian Bakeries Ltd., Calgary; Weston Bread & Cake (Canada) Ltd., Winnipeg; Edmonton City Baking, a Weston company, and the three McGavin companies at Winnipeg, Edmonton, and Vancouver.

ELLIS BAUM ADDRESSES N.Y. PRODUCTION GROUP

NEW YORK—"Production is a most important phase of management, and the production man must be in reality a production engineer," Ellis Baum, vice president of the Continental Baking Co., New York, declared in an address presented at the season's final dinner meeting of the Metropolitan Bakery Production Club, Inc., held here recently. In the address he stated that "production men are management and management and production must of necessity be interlocked."

He described the successful production man as a personnel manager, production engineer, sanitation engineer and sales manager, and stressed the importance of constantly striving to find a better way to do every job and find new and better ways to pro-

duce finer quality with greater efficiency.

He pointed out that production engineers are responsible for 30% of the costs involved in production in an average bakery exclusive of cost of ingredients, and noted that with OPS becoming a more important factor all the time, it is just plain smart for every production engineer to know his costs.

The position of the production engineer as a personnel manager was stressed, indicating the importance of selecting of help, training and keeping them content and ever conscious of the importance of their own position and the industry.

Viewing the production engineer as a sanitation engineer, Mr. Baum urged that the production engineer know how many square feet of space a sanitor could maintain, teach employees to clean up as they work instead of leaving the cleaning until the work is completed, and recommended the use of the facilities of the American Institute of Baking to get best sanitation results.

A good portion of the address was devoted to the importance of the production engineer as a sales manager. In this connection he counseled the production man to fight management and sales to make sure that they are not manhandling the things that he has created and to make certain that the consumers are not getting the baked goods in a condition that would discourage future sales.

Mr. Baum stated that the industry should be concerned about the decreased consumption of baked goods.

In conclusion, Mr. Baum stated that anyone concerned with the future of the baking industry should reflect on the crises overcome in recent years. "We have always come out of it before, and we will do it again, and the industry is a lot better off than it was 10, 20 or 30 years ago," he declared.

Edward F. Holterhoff, Mi-Oun Cake Co., Paterson, N.J., was elected president of the group, replacing Walter Jacobi, Ebinger Baking Co., Brooklyn. Edward J. Kowalczyk, Arnold Bakeries, Port Chester, N.Y., was named first vice president and Jones E. Mapes, Anheuser-Busch, Inc., New York, second vice president and program chairman. William H. Welker, Swift & Co., Newark, was reelected secretary and Henry Voll, Bakers Weekly, New York, treasurer.



N.Y. PRODUCTION MEN ELECT—Officers of the Metropolitan Bakery Production Club, Inc., are pictured above following the annual election held at a dinner session of the group at the George Washington Hotel, New York, June 18. From left to right they are: William H. Welker, Swift & Co., Newark, N.J., reelected secretary; Edward F. Holterhoff, Mi-Oun Cake Co., Paterson, N. J., newly appointed president; Walter Jacobi, Ebinger Baking Co., Brooklyn, retiring president, and Henry Voll, Bakers Weekly, New York, reelected treasurer. At the meeting Edward J. Kowalczyk, Arnold Bakeries, Port Chester, N.Y., was named first vice president, and Jones E. Mapes, Anheuser-Busch, Inc., New York, was elected second vice president and program chairman.

Beating a Possible Manpower Shortage

IT scarcely takes an expert to recognize that the next crisis for industry will be in manpower. Nor is it difficult to see that the remaining supply of available workers may largely be that of culls, rejects, the poorly qualified whose employment history has at best been spotty. The challenging question will be this: who can weld this untalented, unskilled, irregular working force into a team with the productive capacity we need?

In most cases the responsibility will fall on the shoulders of the working foreman. Curiously enough this foreman may be ill-equipped for the task. Tradition has decreed that foremen, for shop or for sales, are

About This Series . . .

The accompanying article is another in the series by Mr. Emrich, manager of the Emrich Baking Co., Minneapolis, and a contributing editor to *The American Baker*, on the proper control of the many and varied factors affecting the successful operation of a baking plant under present-day conditions. In this article, Mr. Emrich calls attention to the "do's" and "don'ts" of training workers today: How the "cull" may be made into a satisfactory employee, how the most valuable worker is not always the most successful supervisor. In the modern age of organized labor and alerted management, the foreman sometimes dwells in a "no man's land," between the two and thus requires careful handling and capable guidance during his development from laborer to supervisor.



George J. Emrich

chosen for their manual dexterity or for sales ability. Rarely is the foreman chosen for the qualifications he needs the most: The ability to teach and lead. One authority recently said that a supervisor's job is 60% teaching, and 40% leading.

An Object Lesson

Not long ago an employer gave a luncheon for six of his supervisors. As they sat down to the table, before luncheon was served, he threw in front of each of them a plastic puzzle, a toy dog on a key chain. In this case, however, each of the puzzles were dismantled and only a heap of gleaming parts. The employer took out a watch and told them each to reassemble the puzzle. After two desperate minutes of no progress at all, he asked them, "Would directions help you?"

The directions did help and with their aid the puzzles were quickly assembled. This object lesson was the point of the entire meeting. Most of the supervisors ruefully admitted that they had been equally unkind to new employees, in presenting new work. Each of them realized that the work had never been accomplished according to their own high standards. Each of them realized the confusion, the anxiety, the overpowering ignorance in which many

Proper Training of Today's Workers Can Weld an Unskilled Force Into a Team with High Productive Capacity

By George J. Emrich
Emrich Baking Co., Minneapolis

employees are forced to labor. As a consequence, an entirely new training program was adopted for the company.

The truth is that training employees begins with training the foremen. A sincere analysis should be made of each supervisor, of his talents and failings. Does he impart his knowledge easily? Has he the endless patience to repeat the same instructions again and again? Does he blow up in the face of adversity? Can he command the confidence of both worker and employer?

Highly skilled employees are frequently not good foreman material. Their talents often spring from the fact that they concentrate intensely on their own particular job, ignoring the world about them. If this trend to pre-occupation is deeply ingrained, they may lack the wide range of observance necessary to a supervisor. An untalkative nature would help a man master his machine or job to perfection, but it might also render him incapable of spreading that knowledge to others if he were so required.

Proper Balance Sought

A fierce desire to succeed in life makes a man pour all his thoughts and energy into the work at hand, sharpening his skills to a razor edge, but it also has been known to make him irascible, trigger-tempered, and intolerant of the casual worker. A perfectionist himself, he will make no compromise with the laxity of others.

Clearly, then, individual competence as a worker does not necessarily guarantee success as a foreman. There are the additional requirements of tact, patience, initiative, and a communicative nature. It goes without saying that intelligence and integrity are mandatory.

Watch the successful foreman as

he trains a shop worker. "Your job is to operate the divider," he tells the man. "It is one of the most important in the whole plant. It is the cash register of the bakery. Every moment it operates has a direct effect on the profit or loss of this company. Accuracy here, you see, is vital. Now listen carefully while I explain what you'll have to do."

Then he explains in simple, easy-to-remember terms, the steps of operating the machine. Then he shows the man exactly how he wants the job done. Finally he allows the trainee to operate the divider, allows him to make mistakes, and corrects those mistakes in a calm, unhurried manner. He emphasizes the reasons and importance behind each step. When he feels the worker has absorbed the instructions, he observes his work until he is sure the lesson is implanted in his memory.

This supervisor is successful because he is following the three simple rules of a trainer:

- Tell them
- Show them
- Check them

The element of tact is closely allied to elementary psychology. It is basic in the Golden Rule. Very frequently, however, a man who is positively brutal in his relations with fellow workers is also abnormally sensitive to the words of others. This is one of the enigmas of civilization, a perplexing, unreasonable twist of human nature. There are millions who are incapable of supervisory work because they cannot visualize the effect of the words of their fellow men. They are forever "a bull in a china shop."

The "Don'ts" of Leadership

Here is a foreman that scolds a laggard worker. He cites point after point, all valid, to prove that the

worker is not earning his pay. Then, however, not content with being merely right, he goes on to attack the man on personal grounds. He lashes him for his outside habits, his religion, his race, or his education. Thus he destroys the value of his honest criticism. The injured worker now has a legitimate grievance, and he does not have to face the fact of his own incompetence. More than that, his fellow workers view him as a martyr, and the foreman has lost the confidence of his men.

The worker must always be left a refuge for his pride. If his pride is erased his future as a worker vanishes also. Tactful handling by the foreman can salvage that pride, even in the face of the most complete criticism. He is careful to emphasize, both at the outset and at the finish of the conversation, that he knows the worker is capable of far better work.

The writer once stood with the manager of a chain of stores watching a supervisor exhort a porter for sloppy work. When it was over, the manager took the indignant department head aside.

"When did you hire that porter?" he asked.

"Yesterday."

"And is this the first time you've corrected him?"

"Yes, but any fool ought to know enough to do better than he was doing just now."

"Then you were wrong. If he knew better he would not be easily hired as a porter. When you hired him you should have known that it would be necessary to teach him the fundamentals of his job, and to correct him patiently again and again. The next time you complain to him about his work please do it quietly and slowly, so that you are sure he understands. He may not be very bright, but he can be an excellent porter with your help."

The ability to control one's impatience is valuable to an extreme. As soon as anger creeps into the teacher's voice reason begins to fade in the trainee's mind. If he is not paralyzed with fear he is at least moved to a feeling of injustice. In either case he is thinking of something else, not the nature of his mistakes.

Initiative is Basic

Initiative too, is basic in the qualifications of a supervisor. It takes courage, not only in the employer but in the trainer too. The employer is trusting part of his own destiny to the good sense of his subordinate. The supervisor is willing to risk his reputation on soundness of a decision made on the spur of a moment. Without the freedom and the will to act, however, he is a poor shadow of an executive.

The moral climate in which a man feels free to use his own resourcefulness is all too frequently missing in a modern plant. Owners and managers can easily destroy this valuable asset with rigid criticism. It would be far better to allow the man to make some blunders through the use of his own initiative, than to freeze him into inaction.

In the modern age of organized labor and alerted management, both struggling for the loyalty of the employee, the supervisor sometimes dwells in the "no-man's land" that



MANAGEMENT CONFERENCES—Frequent conferences between management and supervisory personnel can make any operation run more smoothly. In the illustration above, George J. Emrich, manager of the Emrich Baking Co., Minneapolis, discusses current management problems with other executives. Left to right are Herman Rasmussen, doughnut foreman; Sig Smidt, bun foreman; Mr. Emrich; John Schuster, superintendent; Parke Heffern, office manager; John Marsh, sales supervisor; Henry Berry, training foreman, and John Sletten, bread foreman, out of the picture at the right.

lies between them. If he has been working in the ranks, as is often the case, there is a subtle feeling that he has shifted allegiance. Workers are loath to see any sudden new wisdom in a foreman who only recently was working beside them. Employers are slow to confide in a supervisor who might still be a welcome figure in the union hall.

The New Foreman's Dilemma

The uneasy foreman begins to ponder the wisdom of this leap he has taken. If he decides to impress his employer by hewing enthusiastically to the line, by demanding a high standard of work from his crew, he

finds his old friendships with the men cooling fast. They immediately accuse him, openly or in silence, of selling out to the enemy, of being arbitrary and dictatorial. If they wish to confound him badly, they remind him that, not too long ago, he criticized the management for the very same tactics he now employs.

On the other hand, if he prefers to proceed slowly with his new position, striving to ingratiate himself with the crew, overlooking their faults, then he is not likely to please the owner. Nor is it easy for him to delay, because it only makes it more difficult to renew high standards if

he once has allowed them to be lowered.

Management, then, should be careful to embrace new supervisors and old into the company. They should feel a responsibility for company policy, should be told the actual facts, be consulted and heard. Only in this way they can make the difficult step upward from the ranks. Without the trust of the employer, the supervisor cannot command the respect of the crew. He is a man without a country, so to speak. Progressive companies throughout the country have recognized that the foreman is the front line of management. They use in-

numerable conferences of department heads, of foremen, and sales leaders, to join each man inseparably to the company. Each new plan of the company, new machinery, new advertising campaigns are "submitted" to him so that he has advance knowledge of it over his men. More than that, since he is closest to the crew in both experience and rank, he is most qualified to enlist the worker's support of each program.

The Research Institute of America and the National Foreman's Institute are frequently used by employers for outside help in indoctrinating and training foremen. They mail out regular letters, leaflets, and suggestions to supervisory help, all designed to make them more articulate spokesmen for the company. The range of subjects is wide, dealing with coming problems of business, new labor laws, priorities, and taxes. The net effect is designed to make him a better rounded foreman, a source of information and confidence to his crew.

In recapitulation, the foreman must be chosen for more qualities than one. On his tact, resourcefulness, and good sense depends the fate of the company. More than that, however, he must enjoy the acknowledged confidence of his employer in order to earn the respect of his men. Strangely enough, many of the sterling traits necessary for a good foreman are also to be demanded of the manager and owner. It takes an alert management to turn a good worker into a productive foreman.

—BREAD IS THE STAFF OF LIFE—

KIRK & BLUM MFG. CO. MOVES TO NEW PLANT

CINCINNATI—The Kirk & Blum Mfg. Co., producers of ovens and dust and fume control systems for the baking and other industries, is now located in its new plant here, containing 120,000 sq. ft. of floor space on one floor, thus combining its facilities, which previously were in five separate locations. The new plant at 3120 Forrer St., is on an eight-acre plot, to permit future enlargement of the brick and glass structure.

Facilities include overhead crane handling systems, a truck loading dock, first-aid station, both exterior and interior railroad sidings and ample parking space. The firm employs more than 300 mechanics and other personnel, and their average length of service exceeds 12½ years.

The company was organized 44 years ago by the late Sylvester W. Kirk and Richard J. Blum, and was incorporated in 1923 to permit executives and key employees to acquire stock in the concern. Richard J. Blum, Jr., became president in 1948, and other company officers are W. R. Meuttmann, vice president in charge of sales; C. F. Wulff, vice president in charge of production; O. F. Tenover, treasurer; E. A. Vogel, secretary, and F. G. Weber, assistant secretary-treasurer.

—BREAD IS THE STAFF OF LIFE—

HEADS WISCONSIN GROUP

MILWAUKEE—Clifford Roys, La Crosse, Wis., has been reelected president of the Wisconsin State Conference of Bakers, with Eleanor Raasch, Milwaukee, reelected secretary-treasurer. The conference at its annual meeting reported organization of a Northeastern Wisconsin Joint Council of Bakers, comprising locals in Green Bay, Manitowoc, Plymouth, Sheboygan and Appleton.

Sturdy, rigid laminated packages create new and repeat sales for sweet goods, especially during warm weather, because they give the extra-protection that these fragile products must have.

Laminated packages are *greaseproof* and *moistureproof*. They protect freshness and flavor by preventing the transfer of shortening and moisture from the product to the package, and by forming a barrier against off-odors and flavors.

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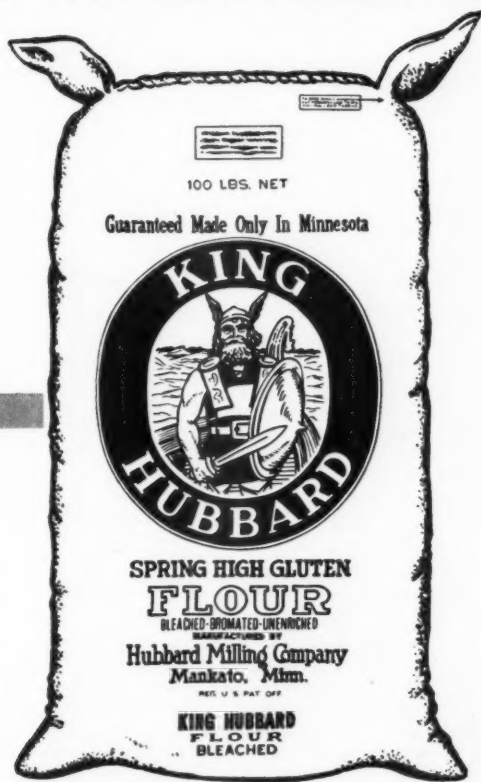
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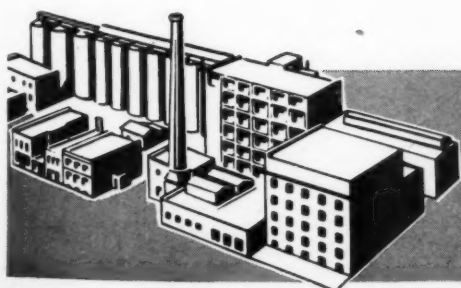


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There's a Hubbard flour to meet your every need!



HUBBARD MILLING CO.

MANKATO, MINNESOTA

Feature Pineapple for Summer Sales

PINEAPPLE UPSIDE DOWN CAKE (NO. 1)

Glaze formula (for pan lining):

Cream light:

- 1 lb. 4 oz. shortening
- 1 lb. 4 oz. butter
- 5 lb. granulated sugar
- 1 lb. 8 oz. brown sugar
- 8 oz. flour
- 2 oz. salt

Add:

- 1 pt. honey

Then mix in:

- 1 lb. water

Grease the layer cake pans thoroughly and cover the bottoms with the above glaze. Drain the syrup from the canned pineapple slices and place them on the glaze in the pans. Place candied cherries in the center of the slices. Sprinkle whole pecans between the slices.

Note: Use pineapple slices that have been packed in sugar syrup for best results.

Cake Dough

Cream together:

- 3 lb. 4 oz. sugar
- 1 lb. 12 oz. shortening
- 1 oz. salt
- Vanilla to suit

Add gradually:

- 1 lb. whole eggs
- 1 lb. yolks

Stir in:

- 2 lb. milk

Sift together and mix in until smooth:

- 3 lb. 8 oz. cake flour
- 1 1/4 oz. baking powder

Fill the pans with the desired amount of dough. Bake at about 370° F. As soon as the cakes are baked, turn them over and remove the pans. If the pans are not removed immediately, sticking is apt to result. After the cakes are cool, brush thin apricot glaze over them. This improves the appearance of the cakes.

APRICOT GLAZE

Boil to 228° F. one No. 10 can of apricots (which have been rubbed through a sieve).

Add:

- 6 lb. granulated sugar
- 1/4 oz. salt

This glaze should be used while hot so that it will flow readily.

PINEAPPLE ANGEL FOOD

Beat together on medium speed:

- 3 lb. egg whites
- 3/4 oz. salt
- 3/4 oz. cream of tartar

Add gradually:

- 1 lb. 8 oz. granulated sugar

When mix holds a crease, add:

- Vanilla to suit

Sift together three times and fold in carefully:

- 1 lb. 6 oz. granulated sugar
- 1 lb. 4 oz. cake flour

Then fold in carefully:

- 6 oz. pineapple filling

Deposit into angel food pans of desired size and bake at about 350° F. When baked, turn the pans over and allow to cool. Remove the cakes from the pans and ice the cakes with the following icing:

Pineapple Icing

Beat until stiff:

- 5 lb. powdered sugar
- 8 oz. glucose
- 8 oz. egg whites
- 8 oz. water
- A pinch of salt

When beaten stiff, mix in 2 lb. drained crushed pineapple. The addi-

Pineapple Has Special Appeal When Customers Seek Cool, Refreshing Baked Goods

By A. J. VANDER VOORT
Technical Editor, The American Baker

tion of a small amount of yellow color will improve the appearance of the icing.

PINEAPPLE CUSTARD PIE

Place 8 to 10 oz. pineapple filling in the bottom of unbaked pie shells (9 in. deep plates). Then pour the following custard pie filling on top and bake exactly like regular custard pies.

Custard Filling

Mix together:

- 1 lb. 12 oz. granulated sugar
- 2 lb. 8 oz. whole eggs
- 3/4 oz. salt
- 2 oz. cornstarch
- Vanilla to suit

Then stir in carefully:

- 8 lb. milk

Allow the filling to stand for about an hour before placing it in the pie shells. Stir carefully now and then in order to dissolve the sugar thoroughly. If the stirring is not done carefully, a foam will form which is objectionable, as it spoils the appearance of the pies.

PINEAPPLE MUFFINS

Cream together:

- 2 lb. 8 oz. granulated sugar
- 12 oz. butter
- 12 oz. shortening
- 3/4 oz. salt

Add gradually:

- 12 oz. whole eggs

Stir in:

- 1 lb. 8 oz. milk

Sift together and mix in until smooth:

- 3 lb. 2 oz. cake flour
- 2 oz. baking powder

Then stir in:

- 2 lb. 12 oz. crushed pineapple

Deposit into greased cup cake or muffin pans. Bake at about 375-385° F.

Note: Have the pineapple thoroughly drained before using. Bake the muffins as soon as possible after they are dropped into the pans.



A. J. Vander Voort

DURING the hot summer months the public is looking for something that is cooling and refreshing. Pineapple is one of those ingredients that has a special appeal. It's great for hot weather and will keep the customers coming back for more. Pineapple with its delicate color and flavor is ideally suited for use with baked foods. It has sales appeal. To make it easier to plan production, it is our suggestion that you concentrate on running only one or two products, made with pineapple at one time. In conjunction with the baked products displayed in the window it would be well to have a number of real pineapples scattered around. This is bound to draw attention and stimulate sales. The customer often buys on impulse. This is especially true when it comes to baked products that are different than those from the daily run. Alert the sales force to the possibility of obtaining more sales through the suggestive selling of these specials. This suggestive selling is an important phase in proper merchandising. It is very much worth your while and will be appreciated by many of your customers. Competition for the consumer's food dollar today is greater than ever before. Therefore, you as a baker must do everything in your power to obtain your fair share. This requires effort both in the production department and in the sales department. With both departments working to this end, you will be able to put an interesting selection of fine baked foods made with pineapple before your customers, and do a great deal to assure return business, so vital to business success.

previously baked shells and covered with meringue or whipped cream when cool.

PINEAPPLE ICEBOX CAKE

Line the bottom and sides of a deep cake pan with ladyfingers, placing them close together. Place a layer of pineapple filling in the form on the bottom ladyfingers. Then place another layer of ladyfingers on top. Place another layer of the following filling on top of that.

Formula for Filling

Cream light:

- 2 lb. sweet cream butter
- 2 lb. powdered sugar

Add gradually:

- 1 lb. 4 oz. whole eggs
- Vanilla to suit

Then place another layer of ladyfingers and again another layer of pineapple filling. Place another layer of ladyfingers on top of that and place in the refrigerator for about 8 hr. Remove to a cake platter and cover with whipped cream. If desired, chopped candied cherries or nuts may be sprinkled on the top and sides.

Pineapple Filling

Bring to a boil:

- 1 No. 10 can crushed pineapple
- 6 lb. granulated sugar
- 1/2 oz. salt

Stir together:

- 10 oz. cornstarch
- 1 lb. water

When the pineapple starts to boil, stir in the starch mixture until the mixture thickens and becomes clear. If the filling is too thick, thin it down with simple syrup.

Simple Syrup

Bring to a boil:

- 2 lb. granulated sugar
- 1 lb. water

PINEAPPLE BISCUITS

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. 4 oz. shortening
- 1 1/2 oz. salt

Add:

- 3 lb. crushed pineapple

Stir in:

- 4 lb. milk

Sift together:

- 10 lb. cake flour
- 9 oz. baking powder

Do not overmix.

Roll out to about 3/4 in. thickness and cut out the biscuits with a 2 1/2 or 3 in. plain round cutter. Place the biscuits close together on greased bun pans. Wash with a good egg wash and bake at about 415 to 425° F. Use unsweetened crushed pineapple.

PINEAPPLE TART DE LUXE JELLY ROLL

Cream together:

- 1 lb. 8 oz. granulated sugar
- 12 oz. egg yolks
- 3/4 oz. salt

Add gradually:

- 1 lb. 8 oz. milk
- Vanilla to suit

Sift together and mix in until smooth:

- 2 lb. 1 oz. cake flour
 - 1 1/2 oz. baking powder
- This formula makes two sheets 18 by 26 in. Bake at about 400° F.

As soon as the sheets are baked, roll up like jelly rolls, using pineapple filling instead of jelly. Allow to cool. Then cut into slices about 1/2 in. thick. Lay them flat and place a whole piece of sliced pineapple on each piece of cake. Then place a

whole candied or marachino cherry in the center of the sliced pineapple. Then wash the top with the apricot glaze given with the pineapple upside down cake, formula No. 1. Use the glaze while hot.

Note: Bake the sheets on paper-lined pans. Do not overbake. Have the pineapple slices thoroughly drained. Use pineapple that has been packed in sugar syrup.

PINEAPPLE UPSIDE DOWN CAKE (NO. 2)

Butter scotch glaze formula (for pan lining):

Cream together:

- 1 lb. 4 oz. brown sugar
- 1 lb. granulated sugar
- 1 lb. 4 oz. shortening
- 12 oz. butter

Spread over the greased bottoms of the pans. Prepare pineapple slices, cherries and pecans as in formula No. 1.

Cake Dough

Cream together:

- 4 lb. granulated sugar
- 1 lb. 12 oz. shortening
- 1 oz. salt
- Vanilla to suit

Sift together:

- 4 lb. 8 oz. cake flour
- 1 1/2 oz. baking powder

Add this alternately with:

- 2 lb. milk

Then mix in until light:

- 2 lb. 8 oz. whole eggs

Fill the pans with the desired amount of dough. Bake at 370° F. As soon as the cakes are baked, turn them over and remove from the pans immediately. After the cakes are cooled, brush a glucose glaze over them to improve the appearance.

Glucose Glaze

Bring to a good boil:

- 1 qt. glucose
- 1 pt. water

Use while warm so that it will spread readily.

PINEAPPLE LAYER CAKE (NO. 2)

Cream together for about three minutes:

- 3 lb. cake flour
- 2 lb. 8 oz. emulsifying type shortening

Add:

- 2 lb. bitter chocolate (melted)

Then add and mix for about three minutes:

- 6 lb. 8 oz. granulated sugar
- 2 lb. cake flour
- 10 oz. non fat milk solids
- 2 1/2 oz. salt
- 1 1/4 oz. soda
- 3 1/2 oz. baking powder
- 3 lb. pineapple juice

Add gradually:

- 4 lb. egg whites

Then add and mix for about three minutes:

- 2 lb. 8 oz. pineapple juice

Deposit into pans of desired size and bake at about 360° F. After the cakes are baked and cool, fill and ice them with the following icing:

Pineapple Chocolate Icing

Mix together:

- 10 lb. powdered sugar
- 8 oz. corn syrup
- 1/4 oz. salt

Add gradually:

- 1 lb. 8 oz. warm water

Mix in:

- 1 lb. 8 oz. melted bitter chocolate

Then mix in until smooth:

- 8 oz. butter (melted)

Then add and mix in well:

- 2 lb. crushed pineapple

If the icing is a little too stiff add a small amount of simple syrup to bring it to the proper consistency.

PINEAPPLE CUSTARD CREAM FILLING

This cream may be used for filling layer cakes, French pastries, etc. It may also be used on top of Danish pastry and coffee cakes.

Bring to a boil:

- 4 lb. pineapple juice
- 1 lb. sugar

Mix together and stir in:

- 12 oz. sugar
- 6 oz. corn starch
- 1/4 oz. salt

Then mix together and stir in:

- 1 lb. 4 oz. drained crushed pineapple
- 3 oz. shortening
- 3 oz. butter
- 8 oz. egg yolks

Bring back to a boil and cook until clear. Cool before using

MERINGUE

(Without Stabilizer)

Beat together until stiff:

- 2 lb. egg whites
- 2 lb. 8 oz. powdered sugar
- A pinch of salt

A pinch of cream of tartar

When the desired consistency has been reached, add a little vanilla flavor.

PINEAPPLE CUSTARD CREAM PIES

Bring to a boil:

- 4 lb. milk
- 1 lb. 4 oz. granulated sugar
- 1/4 oz. salt

Vanilla to suit

Mix together:

- 6 oz. cornstarch
- 8 oz. milk

Mix in:

- 12 oz. whole eggs

When the ingredients in the kettle start to boil, add the starch mixture



Pineapple Gold Cake

slowly and stir well, with a wire whip until thick.

Remove from the stove and mix in thoroughly:

- 1 oz. butter

Place a thin layer of the above custard cream in the bottom of previously baked pie shells. Then place a layer of crushed pineapple on top and then cover with another layer of custard cream. Allow the custard cream filling to cool and then cover the pies with either meringue or whipped cream.

WHIPPED CREAM

(High Quality)

Beat carefully:

- 1 qt. whipping cream (38% butterfat)

Add gradually:

- 6 oz. granulated sugar
- Vanilla to suit

In order to decrease the cost of

the whipped cream topping and to give it a firmer body, some meringue or marshmallow may be added. If meringue is added, use the one containing the stabilizer.

PINEAPPLE CHIFFON PIE

Bring to a boil and cook for three minutes more:

- 1 No. 10 can crushed pineapple
- 1 lb. 12 oz. granulated sugar
- 1 lb. water
- 1 oz. salt
- 3 oz. stabilizer
- Grated rind of three oranges

Mix together and stir in until clear:

- 8 oz. cornstarch

1 lb. water

Then boil to 240° F:

- 2 lb. egg whites

Pour the boiled syrup into the beaten whites slowly and continue beating until stiff. Then fold the cooked pineapple into the beaten mass carefully with a wire whip. Fill into baked pie shells. (Allow the filling to cool and then cover with meringue or whipped cream.)

Note: The pineapple should be hot when mixed into the beaten whites.

Pineapple Fluff

To be used for filling cream puffs and eclairs during the summer months.

Beat together until stiff:

- 2 lb. crushed pineapple (drained)
- 3 lb. 4 oz. powdered sugar
- 4 oz. egg whites

The cream puffs and eclairs should be cut in half and the fluff placed on the bottoms with a canvas bag and large plain tube. (No. 8 or 9.)

PINEAPPLE CHEESE PIES

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. 4 oz. butter
- 4 oz. corn starch

Add:

- 6 lb. cottage cheese which has been run through a fine sieve

Then add:

- 1 lb. egg yolks

Stir in:

- 3 pt. sour cream

Beat light and then fold in carefully:

- 1 qt. egg whites
- 8 oz. granulated sugar
- Add vanilla to suit

Fill a number of unbaked deep pie shells about one third full with the above filling. Then place a layer of crushed pineapple on top of this. Then



Pineapple Cake

fill the shells with the cheese filling. Place in the oven and bake at about 350° F.

Dough for Pie Shells

Rub together:

3 lb. pastry flour
1 lb. 8 oz. shortening
1½ oz. salt

Fold in:

19 oz. cold water

Note: Best results are obtained by resting the dough in a cool place for 6 or 8 hr. before using. After making the shells allow them to dry for a few hours before filling them as this decreases soakage somewhat.

Dough for Two-Crust Pies

Rub together:

3 lb. pastry flour
2 lb. shortening
1½ oz. salt

Fold in:

18 oz. cold water

Note: Best results are obtained by

resting the dough in a cool place for 6 or 8 hr. before using.

PINEAPPLE-CHERRY COFFEE CAKE FILLING

Boil to 220° F:

2 lb. 8 oz. drained crushed pineapple
3 lb. 8 oz. drained canned cherries
1 lb. cherry juice
½ oz. salt
3 lb. 4 oz. granulated sugar

Mix together and add, stirring well:

7½ oz. cornstarch
1 lb. cherry juice

Recook until clear and thick.

Note: May be used for sweet dough filling and toppings.

MERINGUE FORMULA (With Stabilizer)

Boil for three minutes:

1 qt. water
4 lb. granulated sugar
1½ oz. stabilizer

While this is on the stove, beat until medium stiff:

1 qt. egg whites
1 lb. granulated sugar

As soon as the sugar syrup has boiled enough, pour it gradually into the beaten whites and continue to beat until it has reached the desired consistency. Cover the pies immediately and brown them at about 380° F.

—BREAD IS THE STAFF OF LIFE—

Million Bakers of America Literature Pieces Distributed

CHICAGO—More than one million pieces of literature produced by the Bakers of America Program have been ordered for distribution to consumers in the first four months of 1951, Walter H. Hopkins, program director, reports.

Greatest distribution is of the Good Housekeeping Sandwich Manual, printed originally in 1950, but reordered to the extent of a half million copies thus far in 1951.

Next in attention is the booklet "Let's Look Into Enriched Bread," printed in connection with the tenth anniversary of enrichment campaign. Program members have ordered more than 60,000 copies of this publication, and an additional 50,000 has been requested by doctors, home economists, teachers and others.

Reprints of the Bakers of America Program's two-page, consumer bread enrichment advertisement have been ordered by the thousands, by bakers and by doctors, teachers and nutritionists. Copies of the special advertisements aimed at high school students, teachers and coaches, also have been ordered in quantity.

There has been a steady increase in the demand for reprints of the product advertisements—apple pie, cake and sandwich ads which have appeared or will be appearing in national media in the near future, Mr. Hopkins said.

"Greater attention given to the Bakers of America Program material is significant indication of the growing interest of bakers in capitalizing on the national advertising and promotional program," Mr. Hop-

kins said. "More and more bakers are realizing the tremendous sales potential involved in coordinating local advertising and promotional work with the national program.

"And in addition, bakers are getting a growing benefit from the collateral activity of others. The peanut butter promotion, for example, will incorporate the efforts of a large number of manufacturers and thousands of grocers. To date, more than 100,000 posters, using the Bakers of America Program's peanut butter artwork, have been ordered for point of sale display, and more orders are expected in the near future."

—BREAD IS THE STAFF OF LIFE—

NEW HOLSUM BREAD

CAPE GIRARDEAU, MO.—The Cape Girardeau (Mo.) Baking Co. recently introduced a new Holsum Bread in a new wrapper for southeast Missouri stores, Frank Batchelor, Jr., manager, has announced. The bread was introduced at a meeting of the firm's salesmen by J. A. Smith and Gale Redd of the W. E. Long Co., Chicago.

—BREAD IS THE STAFF OF LIFE—

LONDON BAKERY SCHOOL LISTS COURSE SCHEDULE

LONDON — The National Bakery School at the Borough Polytechnic in London has announced the list of full time courses to begin Sept. 17. Fifteen percent of the students enrolled at the school are from outside England, and some are from the U.S. following courses under the G.I. Bill of Rights.

Courses include breadmaking and confectionery, a two-year course that covers the theory and practice of breadmaking and cakemaking, properties and testing of ingredients, art and cake decoration and science; bakery technology, a three-year course providing training in bakery engineering, biochemistry, nutrition and other subjects; chocolate and sugar confectionery, a two-year course that includes practical work in processing and laboratory control and classes in pure and applied science, technology and commerce. It is possible for students to combine degree work with food courses.



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BAKERY MERCHANDISING

Baking Industry Promotion Gathers Steam

INDICATIONS are that the mammoth program launched to cure the American consumer of his "bread is fattening" belief is snowballing into something of great and continuing benefit to the baking industry.

Following development of a promotional plan designed to capitalize fully on the inclusion of bread and other baked foods as a valuable part of the diet devised by Dr. Ruth M. Leverton, the campaign is rapidly gathering a full head of steam, according to Walter Hopkins, director of the Bakers of America Program.

The Wheat Flour Institute, Chicago, is cooperating with the bakers' program in the campaign. Howard Lampman, director of the flour millers' institute, reports that already over one quarter million of the "Common Sense Weight Reduction" leaflets are in circulation, distributed by newspapers, radio stations, food editors, millers, bakers, regional home economists and as a result of direct inquiry to the Wheat Flour Institute and bakers' program headquarters. Bakers are ordering advertisements, outserts and endseals as well as leaflets.

Termed one of the biggest, if not the biggest, program ever undertaken jointly by the bakers and millers, it was urged by representatives of each group that requests for the material be sent in as soon as possible so as to enable the release to be prepared on a quantity printing basis.

Seal of Approval Granted

Mr. Lampman pointed out that the leaflets will have the seal of approval of the American Medical Assn., and will be printed in vegetable inks and on paper meeting the specifications of the Pure Food and Drug Administration for printed matter in contact with foods.

Preliminary orders indicate total circulation of the leaflet will reach high into the millions.

The promotional packages are full of aids designed to help convince consumers that bread is not fattening. Among the major weapons in the campaign is the leaflet "Common Sense Weight Reduction," built around the results of a scientific study conducted by Dr. Ruth M. Leverton and her research staff at the University of Nebraska.

The master merchandising kit points out that the "fear of fat" has long been the single biggest obstacle to increased bread consumption. Dr. Leverton's study of overweight women was conducted under a grant from the Wheat Flour Institute and is summarized in the leaflet.

A powerful selling message for enriched wheat flour foods is developed in the promotion, pointing out that "enrichment means extra nourishment without added calories at no extra cost." A selling phrase, "They taste so good . . . cost so little . . . and are so good for you," is used in conjunction with the fact that enriched wheat foods are a basic food,

Milling Industry Cooperates in Publicizing Leverton Diet

ENTHUSIASTIC RESPONSE SHOWN AS PROMOTION KIT TO ELIMINATE "FATTENING PHOBIA" GETS NATIONWIDE CIRCULATION

"to help you keep fit always, even while reducing."

At the annual meeting of the Millers National Federation in Chicago recently, the program was introduced to the milling industry as a whole by John Tatam, International Milling Co., Minneapolis, who urged that millers order kits for every one of their bakery flour salesmen. It was also suggested that large quantities of the weight reduction leaflet be used to supplement the bakers' promotion.

"What helps the bakers helps millers," Mr. Tatam stated, in asking that millers follow the example of bakers and order leaflets for bag inserts, envelope stuffers and mailing pieces.

"Each milling company ought to do everything in its power to further the promotion within its own organization and through its own advertising and merchandising organization. There are many advantages to be gained. But if there were no other reason than the maintenance of good relations with bakers, it would be enough. We ought to help the bakers make full use of the promotion, go all out ourselves, and then tell the bakers what we are doing—as evidence of the good-will we hold for our best customers," it was said.

Individual flour mills are capitalizing on their opportunities—using the promotion plan to help their baker customers sell more bread—the Millers National Federation points out.

Radio appears to have drawn the heaviest emphasis in mill plans for reaching consumers, it states.

The strength of the entire promotion will be bolstered by millers' plans to merchandise the weight reduction plan to their bulk flour customers, in order that the bakers can be shown the real value of the promotion.

Most mills are planning meetings, or a series of meetings for bakery flour salesmen to explain the use of the promotion kit distributed by the Wheat Flour Institute and the Bakers of America Program. Idea of the meetings is to show how the kit can be used in salesmen's calls, to help the baker customer hike bulk sales, and indirectly to help change consumer attitudes through bakery promotion of the theme, "bread is not fattening."

Basis of Promotion

Planned as part of the enrichment decennial promotion, the drive to end the fattening phobia is based on the fact that enrichment means extra nourishment in bread without added calories. "A million dollar idea that costs only a fraction of a cent in advertising—because it sells a baker's brand as it sells the product," according to the copy.

The kit offers the leaflets, an outsert band consolidating the information of the leaflet, and end seals to point up the promotion. Three newspaper advertisements, an outline for

continuing newspaper campaign, radio suggestions and television ideas are all made part of the plan. Additional methods for using the material are listed in the simplified 3-step package promotion.

Promotional Plans Listed

Mills supporting the Common Sense Weight Reduction promotion are suggesting the following promotional vehicles.

Consumer promotion: Magazine advertising, with any space size valuable; radio advertising, including complete network programs, partial attention on existing programs, and spot announcements.

Consumer mailings can be included with premium orders, in consumer services, in all correspondence and in educational work. Mention of the promotion on company sack inserts is suggested, as well as the use of the leaflet itself as an insert. Mention of the plan in copy on sacks is recommended, as well as extensive use of the outserts and end seals for bread wrappers specifically designed for the promotion. Grocery store detail men can also distribute the leaflet, it is pointed out.

Trade promotion: Mention in milling and baking trade advertisements, as well as complete advertising campaigns built around the promotion were suggested by the WFI. Company house organs and bulletins aimed at the individual baker are also ripe fields for this type of mention, as is the provision of counter cards and window streamers featuring the promotion for use by bakers.

Industry and company promotion: The institute suggests that the leaflet be distributed to all employees, thus enlisting their active aid in putting the plan across. Through the employee, communities, doctors, dentists, teachers, professional leaders and nutritionists may be reached. It was also recommended that the leaflet be sent to stockholders and suppliers.



REDUCING MEALS—Typical of the meals offered in the scientific, low-cost reducing diet developed by Dr. Ruth M. Leverton and promoted by the Bakers of America Program are those shown above. A 1,200-calorie diet that included meat, milk, fruits and vegetables as well as bread comprised every meal. The breakfast (above, left) included one half cup of orange or grapefruit juice, one slice enriched bread, one teaspoon butter, one boiled egg, one glass of skim milk and a cup of black

coffee. For a typical lunch (above, center), the reducers had two slices of enriched bread, one teaspoon butter, one glass of skim milk, a sliced orange, a shredded carrot salad and a cup of black coffee. One of the three dinner meals of the diet (above, right) included one third pound cube steak, a small boiled or baked potato, lettuce salad, enriched roll with butter, one glass of skim milk, one small dipper of fruit sherbet and a cup of black coffee.



NEW WRAPPER — "Strawberry shortcake" is immediately projected into the shopper's mind by the sight of the Continental Baking Co.'s new wrap for its shortcake cups. The combination Glassine and Cellophane wrapper was produced by Milprint, Inc. The opaque printed area of the wrap improves the counter appearance of the product by concealing the cardboard U-tray inside, while the cellophane display window is said to allow ample product visibility.

New Bread Style Introduced in Utah

A new loaf of bread, known as "Aunt Hattie," has been introduced to Salt Lake City, Ogden and Provo markets by representatives of the Fisher Baking Co., Salt Lake City.

The new bread was unveiled during a meeting of employees of the Fisher Baking Co. here with presentation of a supporting advertising campaign created by the W. E. Long Co., Chicago. J. A. Lajeunesse is manager of the company. The campaign was presented by W. L. Goodman, company vice president, assisted by Fred Smith, field representative.

Company spokesmen pointed out that "the new bread incorporates an old-fashioned flavor with the finest ingredients to satisfy the increasing demand of consumers for a more appetizing bread." The introduction of the new loaf was supported by an extensive and well-integrated advertising campaign carried in newspapers, radio, television, outdoor posters and consumer contracts.

Goodwill Builders . . .

Your customers can give you a lot of good pointers about improving your products and service. One baker invites them, by providing a suggestion box. Free cakes are given for the suggestions adopted. A number have already been put into use, resulting in increased shop efficiency and more sales.—Russell-Miller Merchandising Hints.

Free Birthday Cake Promotion Brings Sales Jump

A unique birthday cake gift weekly to some lucky customer is building business and goodwill for Jack and Jean's Bakery in Idaho Falls, Idaho.

The bakery offers a free birthday cake—not just an ordinary cake but one with all the trimmings—to one lucky person each week. The offer has brought much business directly and indirectly to the bakery.

The firm inserts a special ad with a coupon once a week in the Idaho Falls newspaper. The ad features a picture of two examples of the custom-made birthday cakes put out by

the firm, and a special coupon is included in each ad.

Readers are urged to fill out the coupon with their birthday anniversary date, name and address and send it to the bakery.

Each week, the names with birthday for the upcoming seven days are placed in a box and the lucky number drawn. The winner receives a birthday cake free of charge.

In addition, contest blanks are placed in the shop and customers are urged to fill them out.

Results have been better than good, and the firm plans to make the contest a regular part of its sales promotion program.

—BREAD IS THE STAFF OF LIFE—

Booklet Promotes Savings in Foods

A free booklet is being distributed to the people of Los Angeles County by the office of Dr. Roy O. Gilbert, county health officer, on "79 Ways to Save Food and Money."

"A woman can throw away more food with a spoon than a man can bring into a house with a shovel," is the old adage that housewives are reminded of in the booklet.

An entire section is devoted to "The Smart Homemaker Saves Wheat Bread and Flour." Among the suggestions are those of freshening stale breads and bakery foods by placing in a double boiler and heating for 20 minutes; use of dry bread in toast creations; saving bread crumbs for puddings and casserole dishes; and freshening dried bread by wrapping in a damp towel and heating until the towel is dry.

—BREAD IS THE STAFF OF LIFE—

CHARITY DRIVE TIE-IN

A charity mark-up was a business-booster for Ruck's Bakery, Little Rock, Ark. W. F. Ruck, proprietor, and his son, William J., supported the Arkansas Heart Assn. by baking heart-shaped cakes during the drive for funds, and upping the retail price from 49¢ to \$1, explaining through ads and sales talks that the difference was to be a contribution to the charity.

"Sell" Via End Labels

Education in Bread Usage Launched to Boost Sales

A PROGRAM to boost bread sales through education in bread usage has been launched by the end label division of the Pollock Paper Corp., Columbus, Ohio. According to Jack Conrad, sales manager, the promotion is designed to "sell" more housewives on using more bread for economical, appetizing meal planning.

For bakers throughout the nation who participate in the education in bread usage program, the Pollock corporation will make available complete, coordinated promotional campaign material, such as the following:

- Newspaper ads and mats
- Window banners
- Publicity releases
- Radio spot announcements
- Television spot announcements
- Posters
- Booklets on how to conduct sales meetings
- Promotion kit envelopes
- Radio spots, television commercials and a sales meeting guide.

It is emphasized that, after becoming aware of the broad, cooperative advertising program launched by the Bakers of America Program and after the firm had introduced its first three series of "usage suggestion" recipe end labels, which were accepted by groups of bakers for joint regional use, Pollock officials became convinced that "the baking industry is prepared to rise above conventional competition between its members and jointly strive for greater bread usage."

"This should be done directly on every loaf of bread in the form of real honest-to-goodness practical, yet attractive and appetizing recipe suggestions for more and better ways to prepare meals with bread," company officials point out.

These messages should be glamorized to attract and hold the attention of the vast "meal planners' army" in



PROMOTION DISPLAY—A display of promotional material being made available to bakers by the end label division of the Pollock Paper Corp., Columbus, Ohio, is shown above. The model holds loaves of bread with end labels containing recipes designed to push bread sales. In the background are posters, ad reprints, publicity releases and other promotional material being made available to the baking industry.

whose hands increased bread usage ultimately rests, it is said.

Three new distinctive "big name" programs of recipe end labels have been lined up:

Favorite recipes of famous women. Sixteen of America's most glamorous and best-known women have made their favorite recipes available for use on end labels.

Woman's Home Companion choice recipes. Miss Dorothy Kirk, food editor of the Companion, has personally selected recipes for use after being tested in Companion home service center kitchens.

Emily Post Selected Recipes. Mrs. Post, famous etiquette authority, has chosen 64 of her favorite recipes for this series. Many are from the new Emily Post Cook Book.

Pollock officials were given special permission to use the chosen recipes for use on end labels for the "big name" campaign. The recipes were supplied by the Emily Post Institute, Woman's Home Companion and 16 of America's most famous women, including: Faye Emerson, television star; Claudette Colbert, star of motion pictures; Lily Pons, star of Metropolitan Opera; Dorothy Kilgallen, columnist; Hildegard, singing star; Mrs. Theodore Roosevelt, New York; Louella Parsons, Hollywood commentator; Fannie Hurst, novelist; Hattie Carnegie, fashion creator; Nancy Craig, radio commentator; Joan Crawford, motion picture star; Helen Hayes, president, American National Theater & Academy; Ilka Chase, author; Maggie McNellis, radio and television star; Gladys Swarthout, singing star, and Carmel Snow, editor-in-chief of Harper's Bazaar.

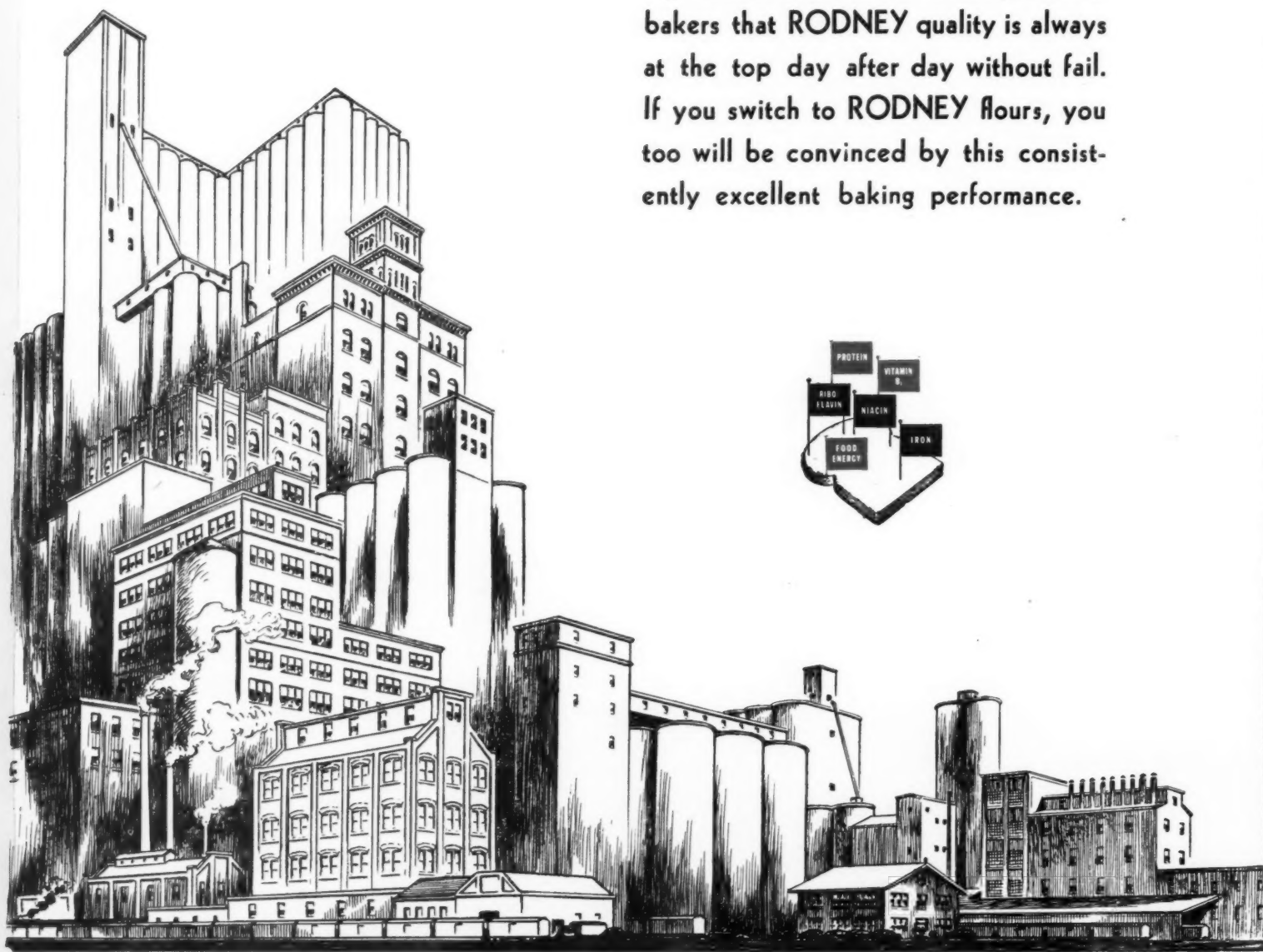
"The program is dedicated to the bakers of America in the hope and belief that a united industry will join hands and use it effectively for the expansion of bread demand through education in bread usage," it was said.



STUDY PROMOTION PLANS—Jack Conrad, at the left above, sales manager of the end label division of the Pollock Paper Corp., Columbus, Ohio, discusses promotion material being made available to bakers nationally with Jean Hill, art director of the division. The company's theory is that the way to sell more bread is to tell more housewives more about how to use it. Menu suggestions on end labels accomplish this purpose on a day-in, day-out basis, the company feels.



Why are RODNEY flours so well respected in the baking industry? Simply because this company has set itself a quality goal and, guided by this ideal, is striving always to produce a product which will achieve the best in baking results. Experience has taught many bakers that RODNEY quality is always at the top day after day without fail. If you switch to RODNEY flours, you too will be convinced by this consistently excellent baking performance.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

CHICAGO OFFICE:
KELLY FLOUR COMPANY
 919 North Michigan Avenue
 Telephone: Superior 1053

BOSTON OFFICE:
SEABOARD ALLIED MILLING CORP.
 1209 Statler Building
 Telephone: Hubbard 8340

DO YOU KNOW

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 38 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When making cakes by the single stage mixing method, less baking powder must be used.

2. Corn starch is used in some sponge cake formulas, replacing part of the flour, in order to produce a cake that will have greater volume and be more tender.

3. When an excess of diastatic malt is used in a bread dough, the dough will become stiff and tough during the fermentation period, making it very difficult to handle through the machines.

4. Meringues and kisses should be baked at a temperature of 325° F.

5. The best procedure to use when adding shortening to a bread dough is to add it after the flour has been mixed in for a short time.

6. Crust soakage in oven filled pies can be reduced by making the shells a day ahead and allowing them to dry out somewhat before filling them.

7. In formulas calling for invert syrup, glucose can be used to replace it without affecting the products.

8. When using a new flour for bread doughs, more salt should be used than when using a properly aged flour.

9. It is recommended that pans used for the baking of puff paste products be wetted with water before placing the dough on them.

10. When pecan rolls pop up in the center during baking, the dough should be rolled up tighter or the rolls placed closer together in the pans.

11. When making brake bread, the doughs should be taken on the young side to obtain the best flavor.

12. Whole milk powder contains about 38% lactose (milk sugar).

13. Arrowroot is a starch made from the roots of the arrowroot plant.

14. Sour cream butter is used in making cakes instead of sweet cream butter because the color of this type of butter is a deeper yellow, thereby improving the appearance of the cakes.

15. In order to neutralize 1 oz. soda, about 4 oz. cream of tartar should be used.

16. When making the heavy type of rye bread, the best results are obtained by mixing the dough in a high type speed mixer.

17. It is permissible to use 5% rice flour or corn flour in making white bread.

18. Green colored waxed or cello-

phane wrappers on cookies or cakes retard rancidity.

19. Lemon pie filling when placed in larger containers to cool will turn watery and runny if not stirred and cooled rapidly.

20. Cream of tartar is used in puff paste in order to give it greater volume due to the carbon dioxide gas produced by it.

—BREAD IS THE STAFF OF LIFE—

PAPER RELEASED BY ASBE

CHICAGO—The second in a series of three papers dealing with modern management by Don F. Copell, Wagner Baking Corp., Newark, N.J., past

president of the American Society of Bakery Engineers, has been released to the membership. The second paper deals with the subject of proper selection of employees. This is an 8-page bulletin, which includes a discussion of six techniques for selection of employees, including the job description, a specification sheet, a specimen application for employment, and an interview rating form. Copies of this 8-page bulletin may be obtained on request to the secretary, Victor E. Marx, Room 1354, LaSalle Wacker Bldg., 121 W. Wacker Drive, Chicago, if a 6¢ stamped addressed long envelope is enclosed.

ASK THE BROLITE MAN

ABOUT.....
INCREASING THE SALES
OF YOUR WHITE BREAD

ASK THE BROLITE MAN

ABOUT.....
"NATURAL" FRESHNESS
"NATURAL" FLAVOR
"NATURAL" GOODNESS

ASK THE BROLITE MAN

BAKER DEMONSTRATES CAKE DECORATING IN CHURCH

WAUSAU, WIS.—Viggo Nielsen, Merrill, Wis., retail baker, staged a cake-decorating demonstration before the Wausau First Presbyterian Church. He decorated 10 cakes to demonstrate the intricacies and art required by the baker in the task. Among the motifs demonstrated were roses, carnations and yellow daisies; an old-fashioned basket with flowers; a wedding cake, and a stork-cake. One of the cakes was presented as a door prize, with the others sold to raise funds for the women's group at the church.

BROLITE COMPANY

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

225 Fourth Ave., New York 3, N. Y.
621 Minne St., San Francisco 1, Calif.

4128 Commerce Street
Dallas, Texas

518 First Ave., North, Seattle 9, Wash.
686 Greenwood Ave., N. E., Atlanta 6, Ga.

How Bakers are Using... RADIO

THROUGHOUT the country bakers are trying a hand at radio advertising. Some bakers are sold on it, claim it's the cheapest, most effective advertising medium available for their goods. Others say that radio advertising is "too rich for their blood." They say that the cost is too high, the sales increase too low in proportion.

Actually, radio advertising, correctly used, can sell bread, cakes, rolls, and specialties, but it is done efficiently only through a cooperative radio station and an intelligent bakery sponsor.

To get the most for your radio dollars, know what you have a reasonable right to expect. First, basically, you can expect a direct increase in sales toward the first of the second week of air advertising. It should pick up in volume each week thereafter.

Second, you should expect a considerable amount of cooperation from your radio station(s). Don't hesitate to call your writer at the last minute in regard to a change in your commercial announcements or script. It's your money that's being spent, and the radio personnel will do all in their power to give you sales results. You, as the sponsor, are interested in the sales results. The radio station's staff should be capable of handling the method to this means.

Examine Coverage Claims

Choose your radio time with a station maintaining a fairly large "coverage." "Coverage" refers to the area of country which the radio station serves. You may obtain this by checking on the exact number of miles the specified station gives clear reception. Then, select your program or spot announcements at a time of day to sell to the group of listeners you want. For example, the middle-of-the-morning period is almost completely made up of women doing their housework. Late evenings include the high-school group and a later evening time can be slanted toward male listeners.

Naturally, a program purchased at a time with more listeners gives opportunity for more potential sales. Buying a time near another popular radio program gives you another chance to get more for your radio dollar, too. Listener's habits vary, but they seldom turn off the radio at the exact end of any particular program.

But how do you know when the greatest majority of listeners are tuned to a particular station, you ask. The radio time-salesman can give you a Hooper rating (or some other reliable measuring table) to indicate what percentage of the radio audience that station has at any particular time of day.

In selecting a program, demand one that can give you strong "Sponsor Identification." Let the town folks talk about "Blank's Platter Party," or "Blank's Telephone Quiz." Choose a particular type of music, or a particular type of program such as a kiddie's program or a sports program. Then, back up your choice by coor-

inating all your advertising. Put a tag line on your newspaper ads suggesting "Listen to Blank's Barber-shop Harmonies—2:30 p.m.—WXXX." Let your route men tell your retail stores. They'll all pass the word along verbally and by posters. Each mention is another memory stamp in the potential buyer's mind, too.

Handle Commercials Carefully

A bit of caution concerning the actual selling commercials on your program. Insist that they be kept short and simple! Actually, it's what is said and not how long the announcer talks that sells any product. You may have observed this in your own radio listening of the big network programs.

Bakers doing successful radio advertising have found that better sales results come from plugging one product at a time and for a period of one to six weeks. For instance, promote white bread and white bread only, doing a solid selling job on it. When you sell white bread via radio, do the same with your newspaper advertising and the retail store displays. Then, when you change to a selling session on whole wheat bread, you're wise to shift your other advertising phases to whole wheat bread, too.

The smart bakery sponsor insists on a contract clause for a cancellation without penalty. Even when you plan to run the program for the full 13 weeks (or whatever your contract reads) for the best concentrated selling efforts, you might run into unforeseen difficulty with the advertising budget. Without the clause for "cancellation without penalty," you'll be forced into at least partial payment of the "scheduled-but-not-broadcast" programs.

Remember, too, to ask for a complete set of the commercial announcements one week before actual broadcasting. This gives you ample oppor-

tunity to check them over. The sponsor and the radio station are usually jointly responsible for libel.

A word here about the actual writing of the commercials. One bakery manager said his sales were boosted by a noticeable percentage merely by having the commercial writer spend an afternoon watching the bakery operations. In short, the writer was sold on the products, and it came out in his selling commercials!

If you have a suitable slogan established, use it often on the program or announcements. If not, ask the writer to originate one. Buyers have a tendency to remember a slogan with an action phrase. "Reach for Blank's Bread" . . . "You're right with Sunbright" . . . "Buy Better Bread—Buy Blank's." These are just samples to give you the idea.

To sum it up, don't be afraid of radio advertising. The sample script may look like a book from Mars, the lingo may be strange. (The bakery vocabulary would stump the radio announcer, too!). However, a simple program, recipes, music, or what-have-you, can be used for your selling success. It will be an economical choice as there is no talent fee with this type of program. There can be variation in your choice of music for your own locale's popularity—hill-billy, popular, or semiclassical. Further variation may be achieved by the choice of time. For example, near a sports play-by-play event, or an early morning wake-up program giving the time, temperature, etc.

A final thought when the cost still stops you . . . and a final thought on how to get the most for your radio dollar—take a pencil and figure the rate in proportion to the listeners. Often, it's less than a half-penny per listener—many successful bakers think this a low cost way to introduce, acquaint and to repeatedly sell their bakery products.

—BREAD IS THE STAFF OF LIFE—

WALL DISPLAYS SELL CAKES

A blank wall is no asset to a bakery. In the Heintz Bakery, Sacramento, Calif., every wall is a display rack, with iced cake forms lending realism to the display and acting as

TRY THE \$5,000 COOKY!



Cherry Winks

Junior winner in the Grand National contest for bakers sponsored by Pillsbury Mills, Inc., Minneapolis, have been made available by the company. The formula has been thoroughly tested, Pillsbury officials say, and is included in a sales kit which includes colorful window display pieces such as the one shown above.

You've seen them in the magazines - NOW buy them Fresh-baked!

PILLSBURY PROMOTION—Sales aids to assist bakers in capitalizing on the nationally advertised "Cherry Winks," junior winner in the Grand National contest for bakers sponsored by Pillsbury Mills, Inc., Minneapolis, have been made available by the company. The formula has been thoroughly tested, Pillsbury officials say, and is included in a sales kit which includes colorful window display pieces such as the one shown above.

samples. In Almond's Bakery, Shawnee, Okla., one wall is a gallery of photographs taken at special occasions with Almond cakes prominently featured. The attractive products shown in use are a sales stimulant for the bakery's specialty cakes.

—BREAD IS THE STAFF OF LIFE—

Williams Bakery Promotes Bread to Medical Profession

A program for publicizing enriched white bread among the medical profession has been instituted by the Williams Baking Co., Inc., Scranton, Pa., with plants also at Wilkes-Barre, Pa., and Newburgh, N. Y.

Cooperating with the Bakers of American Program's enrichment decennial promotions, the Williams company delivered a loaf of enriched white bread and a letter to each physician and dentist in its distribution area. The letter relates the benefits which have resulted from the enrichment program.

Attached to the letters were copies of the booklets, "Let's Look Into Enriched Bread" and "That Certain Something." The Williams company also offered to supply additional copies of the enclosures for reception rooms.

—BREAD IS THE STAFF OF LIFE—

Friday Favored

MILWAUKEE—Friday continues as the favorite food shopping day among families in the greater Mil-

LANGENDORF BAKERIES CORRALS HOPPY

Langendorf United Bakeries has announced plans for a Hopalong Cassidy tie-up in Seattle, Portland, Santa Barbara, San Diego and San Francisco. The firm will use Hopalong Cassidy outserts on its "Hoppy" breads in those cities and, in addition, will use Hopalong Cassidy labels on cup cakes in San Francisco. The company will use 24 sheet posters, radio and television spots, point of purchase displays, including counter hangers, window and truck posters and shelf tape.



BAKERS' CAROUSEL—The Bakery & Confectionery Workers International Union of America exhibit at the Union Industry Show in Chicago recently featured outstanding cake decorators demonstrating their skills on a carousel which made a complete revolution every three minutes. The merry-go-round carried three cake decorators who were constantly at work and three show cases displaying bakery foods. The spirit of the carnival was captured by a Barker on his stand calling the public's attention to the various operations being performed by the cake decorators. The merry-go-round acted as a wheel-of-fortune, as from time to time an alarm clock would go off pointing to some lucky person, who walked away with a cake decorated to his or her specifications.

waukee market, the 1951 Consumer Analysis of the market indicates. The survey, published by the Milwaukee Journal, shows that 51.8% of the families in the area buy most of their groceries on Friday. This compares with 50.5% in 1950, 52.1% in 1949 and 46.4% in 1948. Some 34.4% of the families buy most of their groceries on Saturday and 13.8% buy most Monday through Thursday, according to the 1951 report.

—BREAD IS THE STAFF OF LIFE—

PUBLIC RELATIONS NOTE

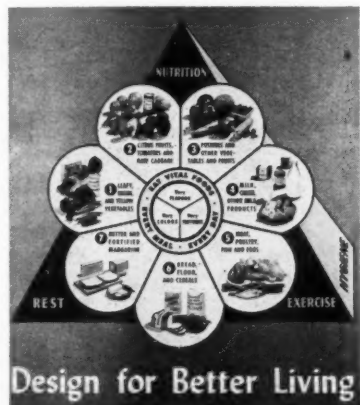
R. L. Dutil, proprietor of the Franklin Street Bakery in Fort Bragg, Cal. found himself and his shop in the midst of considerable publicity when he surprised his leading salesgirl with a 160-lb. wedding cake when she became a bride. After the salesgirl became a housewife, he found that wedding cake orders were increasing.

—BREAD IS THE STAFF OF LIFE—

Wheat Flour Institute Food and Health Chart Becoming "Best Seller"

CHICAGO—The new full-color food and health chart "Design for Better Living," published by the Wheat Flour Institute, is rapidly moving into the "best seller" class.

More than 20,000 of the big 22 by 36-in. charts have been distributed by the institute since they were first



made available in January, 1951. The chart is based on the well-known "Basic 7" food groups as recommended by the U.S. Department of Agriculture. It is a teaching aid designed to show relation of all foods necessary for health, including the important part played by enriched bread, flour and cereals in the daily diet.

In an exciting new flower design, the seven food groups are presented as part of a "pyramid of good health." The chart colorfully illustrates how nutrition relates to the broad aspects of good health—rest, exercise and hygiene.

"Design for Better Living" has been posted in school lunchrooms, grade, junior high and high school classrooms, in public health department offices, and other educational outlets, including U.S. Department of Agriculture extension offices.

—BREAD IS THE STAFF OF LIFE—

Spending Compared

NEW YORK—For every \$1 spent for flour and other cereal foods by families without children, families with children spend \$1.76, according to a promotion report issued by Parents' Magazine. For bakery products, expenditure of \$1 by families without children compares with spending of \$1.50 by families with children, the report says. For all food products, the figures show 41% greater spending by families with children.

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



Promotion Deserves Support

THE kit that has been prepared by the Bakers of America Program emphasizing the fact that bread is not fattening is something that should be used to the fullest possible extent by every baker in the country. The charge that bread is fattening has probably done more than anything else to curb its consumption. Once this false idea can be overcome, a major obstruction to the increased consumption of bread will have been overcome.

The kit is extremely well prepared, and the program has the active backing of the Millers National Federation. It contains copies of the booklet "Common Sense Weight Reduction," suggestions regarding advertising, the type of groups which should be contacted, publicity for local newspapers, layouts for newspaper advertisements, outserts for bread wrappers and suggested radio programs.

In other words, the kit is a complete advertising and merchandising program, which would cost an individual baker many dollars to prepare for himself. It is certainly to be hoped that the industry will take advantage of this excellent program. It is an opportunity that bakers cannot afford to overlook.

COMPLAINT ABOUT HOUSE-TO-ROUTES: According to some retail grocery executives, bakers who operate house-to-house routes are materially cutting into the volume of business done by the grocers. This does not only apply to bakery products, the grocers say, but also to the other foods that are normally merchandised with baked goods.

There is, of course, nothing for house-to-house bakers to do about this situation. On the other hand,

wholesale bakers who sell the output of their plants through retail grocers can emphasize the sales pulling power of their products, together with the further fact that bakery goods are an excellent means of pushing other related items.

Under such a program, both bakers and grocers will build a larger volume. The best way this can be accomplished is through advertising on the part of wholesale bakers. When they get consumers going into retail grocery stores and asking for their products, the volume of business is bound to increase. At the same time, this does not mean a competitive war between house-to-house and wholesale bakers. Each group has its own place in the baking industry, and each should merchandise its products to the best of its ability.

ATTACK ON FOES OF PRICE CONTROL: A recent item in the New York Times carried the headline that "Johnston Charges Foes of

Price Controls Scorn Public Good." Mr. Johnston, as economic stabilization administrator, is probably compelled to take this stand. We also do not want to see prices run out of hand, but at the same time there are two sides to this question.

For instance, we do not believe for a minute that the average baker who opposes price controls is a foe of the public good. He well knows that if his prices are held down to a point where he doesn't make enough profit to pay his help and maintain the rest of his operating costs he will soon be out of business.

That not only creates unemployment, but curtails the nation's food production. This writer has respected Mr. Johnston's ability for a good many years. It is to be hoped that his position as a government official will not prevent him from seeing the necessity of business making a fair profit so that it may meet its expenses, and that he will not consider business men who fulfill this requirement as being enemies of the public good.

ANOTHER CONVENTION SEASON IS OVER: By the time this comment is published, another spring season of bakers' conventions will have come and gone. Each one of these events is thoroughly enjoyable, and yet in the total they are a heavy drain on the finances of the industry.

What we have never been able to understand is why some of these affairs could not be consolidated. That is especially true of those in the same general territories. The business programs usually amount to very little at these meetings, and one can have as good a time at one resort as another.

We firmly believe that it would be to the interest of the baking industry as a whole to have a number of these meetings consolidated. This has already been done with some business conventions to the benefit of all concerned. This trend should be continued.

PRICE CUTTING HARD TO UNDERSTAND: The price cutting war that broke out among the large New York department stores when the fair trade price laws were declared illegal is something that we just don't understand. The previous legal prices seemed to be fair enough, there was little consumer complaint, and the volume of business was good.

However, once the supreme court held that the fair price laws were illegal, 34th St. in New York went crazy. We wonder what would happen if the baking industry followed suit. There obviously is not sufficient profit in bakery goods to permit any such reductions, and yet there is always danger that price wars may scatter far and wide. We hope that the baking industry will keep its feet on the ground and continue to supply consumers with excellent quality foods at fair prices, without entering into a price cutting war.

Methods That Sell to Women . . .

The Baker Must Keep Pace with the Consumer

• By Dorothy Glenn



FOR your information, note this recent headline: "Baking Mix Buying Rises In Smaller Communities." The story goes on to tell that the greatest rise has been in communities of 10,000 population, but the rise in sales is found in all communities.

This can be a blow to all retail bakers sales and to the wholesale baker too. What has happened? Why are women buying these mixes, when they can buy much superior products from their bakeshop?

There's an answer to it, of course. This is just one woman's opinion with which you certainly have the privilege to argue. But, are bakers taking things pretty much for granted? What are they doing to personalize their business? The baker, with all his skills, should be considered an authority in his field of baked goods.

We aren't recommending that you hire a high-priced advertising agency, to compete with some premix advertising but, we are presuming to say that you should consider Mrs. Homemaker—the buyer of the goods—as an individual.

Mrs. Homemaker has voiced her opinion many times. She is being particularly vocal these days, by not buying those items that are out of line in price with her budget, or those items that remain a question mark to her. How many of your items remain a question mark?

Mrs. Homemaker has her temper up. Mr. Average Homemaker's pay check (and Mr. Average Homemaker is your bread and butter) does not go up nearly as fast as prices must. There's nothing you can do about costs. But, there are many things you

(Continued on page 49)

Fleet Maintenance During the National Emergency

Now Is the Time to Concentrate Every Effort on Insuring a Long Life for Every Bakery Truck

Back in the days of Napoleon Bonaparte, the Little Corporal once remarked that his armies traveled on their stomachs. And although this was only a figurative statement, it certainly was true that they traveled almost entirely on foot.

Today, in 20th century America, our armies travel on rubber-tired wheels—particularly that amazing home-front industrial army that has

given this country the greatest production and distribution system the world has even seen.

It's hardly necessary, therefore, to tell you gentlemen that any decrease in the efficiency of truck transportation and distribution would be a

By H. O. Mathews
Standard Brands, Inc.

direct and serious blow to our national defense effort—in addition to imposing a heavy (and evergrowing) burden of expense on operating costs.

After all, you and I have been through this mill before. And though we pray that the present "emergency"

will grow no worse, we are pretty certain that it will grow no better for several years to come. In other words, we know now is the time—while there still is time—to concentrate every effort on insuring maximum economy of operation and maximum life for every vehicle for which we are responsible.

Necessary Operating Expense

Fleet maintenance is a necessary operating expense of any business engaged, as you are, in the distribution of its products. Good fleet maintenance based on a carefully developed program, properly administered, is usually less expensive than what we

EDITOR'S NOTE: One of the most critical problems facing bakers during the national emergency is that of keeping their fleets of trucks in tip-top shape as supplies of rubber, metals and other materials grow scarce. Ways to keep 'em moving during the emergency were outlined recently by H. O. Mathews, transportation manager, Standard Brands, Inc., New York, in a talk at the recent annual convention of the Texas Bakers Assn. The accompanying article is the essential text of his remarks.

call "breakdown maintenance." We have tried both, not by choice, but rather because of the lack of proper planning, and our results prove that statement.

The remarks and suggestions which follow are based on the writer's experience with fleets in several types of business and information accumulated from association with other fleet operators in contacts made through trade associations and engineering societies.

Since the automotive industry was one of the first selected for regulation as to prices and production during the present emergency, it can be expected that it will continue to receive the attention of all government agencies that are at all concerned with any part of it. It, therefore, follows that all owners and operators of any kind of motor vehicles should be concerned about the maintenance of their automotive equipment so that their business will be least affected by the rules made by these regulatory bodies.

Let us assume for the purposes of this discussion that your vehicle replacement for 1951 is either complete or that the vehicles you have purchased will be delivered without any serious delay. We can, therefore, start with a fleet which is as modern in design as would be found in normal practice. Perhaps some replacement programs have been accelerated to the extent that a sizable reduction in the availability of equipment in 1952 will not be a hardship insofar as maintenance is concerned. But what about 1953 and later years, should the emergency continue as long as some people think it will?

What about fuel economy and reduced quality of fuel? What about tire replacement and repairs? What about replacement parts and non-functional parts required due to accidents? What about protecting the finish to eliminate the need of repainting? All these items of maintenance are affected by present regula-



Why Consumers will Reach for "6% Bread"!

Actual tests show that consumers prefer bread containing 6% nonfat milk solids. Given the choice, they naturally reach for the bread which they know is more nutritious, finer-flavored and more appealing in aroma and appearance. Home-makers recognize the superior nutritional qualities of bread made with nonfat milk solids.

When you use 6% nonfat dry milk solids in your loaf, you can say on your label and in your advertising that "each pound contains the nonfat milk solids of seven ounces of milk." That will give you a powerful mer-

chandising advantage in view of the advertising in Good Housekeeping magazine which suggests that customers look for those words. Capitalize on the "6%" formula and you will sell more bread—better bread—to more people.

Your dry milk salesman will gladly give you these Institute publications—"Sales Slants for the Baker", which contains the proof by actual tests, and Bulletin 190 that tells how to advertise and increase sales with bread made with 6% or more nonfat milk solids.



MILK SOLIDS

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle Street, Chicago 1, Illinois



A Tradition of Quality Upheld Since 1776

Drum, fife and bugle—symbol of early American adherence to high principles and indomitable will.

The Shellabarger crest seal has also become a symbol throughout the baking industry of high principles in flour milling. At Shellabarger, there can be no compromise with quality, no relaxing of rigid specifications that assure you of outstanding bakery performance.

The Shellabarger tradition of quality, upheld since 1776, is jealously guarded to give you a flour upon which you may depend for unfailing quality results.

SHELLABARGER'S, Inc.

SALINA, KANSAS

PEACOCK

BIG "S"

GOLDEN BELT

PANCRUST

WONDERSACK

DOUGHBUSTER

Be Proud of Your Job,
as We Are of Ours, for
"Bread is the
Staff of Life"



GIBRALTAR
Flour

KANSAS BEST
Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

DOUGLAS Helps Mill Operators STOP INFESTATION and HIGH FRAGMENT COUNT!



W. F. DANIELS
Mill Superintendent,
Graham Mill and Elevator Co.
Graham, Texas

Mr. Daniels Says—"Today with the penalties resulting from insect infestation, it's almost mandatory for every mill operator . . . to attack these profit robbers . . . Tetraspot and Special Mill Spray have aided us materially . . . We plan on continuing to use both products and can heartily recommend them to other millers."

NOW . . . AT LOW COST . . . YOU TOO, CAN
RID YOUR PLANT OF ALL INSECTS . . . with
Douglas



and

SPECIAL MILL SPRAY

Protect your profits! Stop insect infestation and high fragment count with these proved Douglas products:—Tetraspot, the new, fire-proof spot fumigant that helps control insects in your flour and feed mills; bakery or food

processing plant . . . and Douglas Special Mill Spray, the time-tested, safe contact insect killer. You'll find they're longer lasting, harmless to foodstuffs, leave no taste, odor or stain. Try them in your plant!

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☐ Send me price sheets.

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tions or others which are planned for the future.

Fuel Economy

Fuel economy in fleet operation is always important but it takes on greater importance during this national emergency. Oil companies are being forced to reduce the amount of tetraethyl lead in their gasolines which results in a lower octane fuel. Good economy can be obtained with this lower octane fuel but adjustments are required such as changes in carburetor jets, changes in engine timing, changes in fuel pump pressure, etc. In other words, preventive maintenance adjustments are required. The important thing is that these adjustments should be made by a qualified mechanic instead of the ordinary garageman or helper so often assigned to this important work.

In this connection, service managers of authorized dealers are continually receiving instructions for methods of improving economy on their particular make of vehicles. The worst trouble we have experienced in using this type maintenance service—and we use it in all 48 states—is that the service manager normally thinks first about the profit and second about the service the customer really needs. This should not be taken to indicate that all maintenance should be performed in your own shops but rather that dealers' service stations should be carefully selected and a complete understanding reached as to the service required and the price to be paid.

Whether the adjustments for maximum fuel economy are made by company mechanics or in a dealer's service station, the fleet supervisor is obligated to know what is required and how the changes can be made to take full advantage of the changes in fuel specifications.

No fleet owner should ever be entirely satisfied with gasoline mileage.

Records to indicate the results by individual vehicle are expensive and are not normally recommended for vehicles in multi-stop operations. The period we are now in may make it necessary to install such records to effect maximum fuel conservation. This suggestion is made to recognize that fuel economy is controlled to a large extent by the driver. To prove this, it is only necessary to exchange vehicles on similar routes, checking the gasoline mileage before and after the change.

The point is: do not blame the maintenance man for all the results. The fleet supervisor normally has no

control over the driver and can only recommend what he thinks would improve the operating results insofar as driving is concerned. There is one important appeal to the driver which should not be overlooked. That is that whatever helps the company vehicle will also be beneficial to his personal car. Since the individual will also be affected by many of these regulations, this appeal can be more successfully used during an emergency than in normal times.

To review the fuel problems, it is suggested that the following items receive attention:

1. Keep the maintenance personnel informed of the latest changes in fuel specifications.

2. Check dealers' service stations when used, to be sure that they know what adjustments are required and that the work is performed.

3. Establish some plan of recording gasoline mileage and follow up on the results.

4. Check with the driver to effect improvements.

5. Keep the drivers informed of the results.

Tires and Tire Repairs

Tires and tire repairs do not represent a large percentage of the total operating cost but the operation of the fleet during this emergency is probably as dependent upon proper tire maintenance as any other single item of cost. Many sizes of tires are difficult to obtain at the present time, and it appears that rationing of some type will be required to assure supply to industries of this type and to prevent maldistribution of limited supplies. If any fleet operator expects to continue purchasing tires as needed he is due for a surprise; in fact, he has probably already had one!

Since the shortage of tires appears to be with us for the duration, the care and maintenance of those on the wheels becomes most important. Your tire supplier has available to him through his manufacturer data on proper care and maintenance which is available to every operator. Many fleet operators think that they are smarter than the tire serviceman. Air pressures which are different than those recommended are being specified and treadwear before recapping has received too little attention, both of which have resulted in abnormal tire wear and expense.

We follow a simple practice with regard to tires. Our purchases are made and our service instructions received from tire manufacturers who have tire mileage contracts with bus



OKLAHOMA OFFICERS—Newly elected officers of the Oklahoma Bakers Assn. are shown above, following the recent convention of the bakers' group at the Oklahoma A & M College School of Technical Training, Okmulgee. Left to right, they are: Charles Copeland, Copeland Baking Co., Ada, president; Ralph O'Neal, Standard Brands, Inc., Oklahoma City, secretary-treasurer, and John C. Howe, Howe Baking Co., Ponca City, vice president.

the **KEY** to bakery profits...

A PREFERRED PRODUCT opens the door to increased sales!

Every attic, in some obscure trunk or drawer, has its collection of discarded keys . . . odd and unusual shapes, some plain and simple, all designed to open objects long forgotten.

But when it comes to opening the door to bakery sales success, only one key fits the lock. And that key is a preferred product. A product consumers choose time and time again.

Midland Flours are milled to put your products in the "preferred" class. From preliminary crop surveys through the actual milling process, scientific controls eliminate all guess work and chance . . . assure you of absolutely uniform, top-quality baking results.

It will pay you to pick Midland Flour every time.



Town Crier
flour

UNIFORMLY MILLED FLOURS BY

THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

companies. These contracts are not for experimental purposes. They are entered into for profit. Therefore, it is necessary for the tire company to obtain maximum mileage at all times. Large over-the-road trucking companies follow the same practices with excellent results. One such operator obtains 102,000 miles average from all tires.

Many things happen to tires in daily service such as cuts, bruises, slow leaks, lost valve caps, etc. Inspections are available on some regular schedule so that maximum value is received from the investment you have in tires and so that replacements during this emergency can be held to a minimum. We no doubt face a regulation on rubber similar to that of World War II when tire recapping material for use on civilian tires was of very poor quality. Most of you have had a sad experience with recapped tires that were worthless before and therefore worthless afterward. At the present time it does not appear that the situation will be that critical, but you can expect that the government demands on your use of rubber will be very strict.

To sum up the tire problem, it is suggested that the following items receive your careful attention:

1. Purchase your tires from reputable suppliers who can render assistance in your tire maintenance program.

2. Follow their suggestions as to air pressure, recapping, etc.

3. Install or revise your tire inspection plan so there is no question about the attention your tires receive, and emphasize this requirement to your maintenance personnel.

Preventive Maintenance

Preventive maintenance is an accepted practice in all well managed fleet operations. It is applied in obtaining the maximum fuel economy referred to earlier in these remarks. It also applies in preventing abnormal wear and expensive replacement parts on all parts of the vehicle. The main trouble noted in most preventive maintenance systems is that there is a tendency to overmaintain, usually brought about by having a system in effect over a long period of time and not revising it to take advantage of the improvements in design in the new model vehicles.

As an example, many fleet operators are still following the schedule of lubrication on a 1,000 mile basis on their cars and trucks. This means that the vehicle may be taken out



ROCKY MOUNTAIN OFFICERS—During the recent annual convention of the Rocky Mountain Bakers Assn. in Denver, those shown above were elected to head the group for the coming year. Left to right, they are: C. J. Downing, Old Homestead Bread Co., Denver, president; J. R. Jacobson, Kilpatrick Baking Co., Denver, first vice president; Gene Sneesby, Wigwam Bakery, Casper, Wyo., second vice president; T. W. Kunde, Western Bakers Supply Co., Denver, secretary, and Fred Linsenmaier, Linsenmaier's Bakery Service, Denver, treasurer.

of service even more often than once a month. We have found that this period can easily be extended to 1,500 miles and in some cases to 2,000 miles without harmful effect on the operation of the vehicle. Time is a factor in this schedule since vehicles limited to multi-stop city operation may not accumulate 1,500 miles in two months and rainy weather conditions will result in the lubricating points needing attention on a different frequency than if these same vehicles run the mileage in one month or less.

The point is: you should review your preventive maintenance schedule together with the factory service representative of the particular make of vehicle used to set up a routine operating plan which will result in all items receiving attention as needed and not making repairs or replacements of parts before it is necessary.

One of the particularly bad points about overmaintaining is that when you have your own shops, you must have vehicles in them to keep the personnel occupied. Therefore, it is very easy to schedule the vehicles into the

shop prior to their needing attention rather than analyze your actual shop needs and schedule your personnel accordingly.

Replacement parts, either functional or nonfunctional, are becoming more difficult to obtain. It is therefore important to get the last mile from every part on every vehicle. This is good economy as well as a good practice during this emergency period.

Accidents are somebody's fault! Repairs resulting from accidents are expensive. Nonfunctional parts are usually required to complete repairs due to accidents. All fleet operators are interested in reducing accidents. Very few fleets have any incentive plans for safe driving but they depend on the personal pride of the drivers and the promotion given to accident prevention plans to get satisfactory results.

The cost of repairs and the out-of-service vehicle time resulting from accidents has always been important. During this emergency, accident prevention is more important due to the inability of shops, either your own or outside, to get the parts, particularly the nonfunctional parts, which are required. This situation will become more critical as the defense program moves along.

It therefore follows that safe driving should be emphasized more than usual. Drivers should be informed that it may not be possible to repair or replace their vehicles if they are wrecked. If there is an incentive plan, it should be reviewed for its adequacy during this period. Good performance should always be recognized; likewise, accident-prone drivers should be carefully watched to insure the best possible record during this period. Perhaps many important developments can be made in your accident prevention program which can be carried on in normal times.

Cleanliness is next to godliness.

(Continued on page 50)

Better Milling of Finer Wheat Produces

Acme's

Three great baking flours!

ACME quality baking flours are known by the nation's bakers for their uniformly superior performance in the shop. ACME Mills buy and use only choice varieties of Turkey-Type wheats . . . their modern, scientific milling technique is backed by a half-century of experience . . . and every milling is rigidly pretested in ACME's own Baking Laboratories for flavor, texture, color, absorption, uniformity and QUALITY BAKING RESULTS.



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**A
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A Short Extraction Hi-Ratio Type Flour from Choice Indiana and Ohio Red Wheats. Especially milled to carry 140% sugar. Dependable Uniformity—characteristic of all F. W. Stock & Sons' products—is assured by Rigid Quality Control and Up-to-the-minute Milling Methods in one of America's Most Modern Mills. Your inquiries invited.

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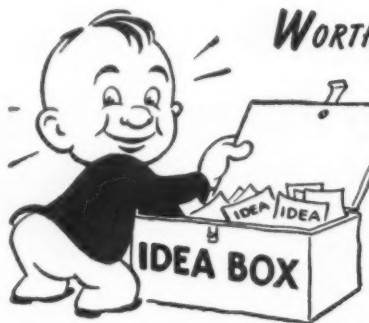
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For Ever-Uniform Quality!



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WORTH LOOKING INTO . . .

NEW PRODUCTS
NEW SERVICES
NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

The American Baker
 118 So. 6th St. Minneapolis, Minn.

No. 3151—Yeast Food

Hachmeister-Inc. now is producing "Ph-Mynus," a yeast food, which the firm described as "tailor made" to suit the individual bakery's operating conditions. The company states that the proper yeast food is specified after analysis of fermentation factors, including water supply, flour blend, type of equipment and fermentation process, and in this way the product is made to give best performance for individual plants.

No. 3147—Cake Slicer

A new "Micro Cake Slice-Master," now is in full production, it has been announced by W. E. Bettendorf, president of the Bettendorf Co. The prod-

uct is designed to slice the traditional round fruit cake and conventional round angel food efficiently and economically, Mr. Bettendorf said.

One of the features of the slicer, according to the firm, is the ease with which all parts can be removed for cleaning or changing from one size cake to another.

No. 3148—Varnish Stripper

A non-inflammable seal and varnish stripper has been announced by Multi-Clean Products, Inc., manufacturers of floor machines and floor finishes. The firm reports that the product removes all types of spar varnish and regular varnishes, seals, shellac, enamels and paints. It works well on wood, concrete or terrazzo floors, lifting the old finish away from the surface in a dry and dustless form, and it leaves no waxy or objectionable residues, the manufacturer states.

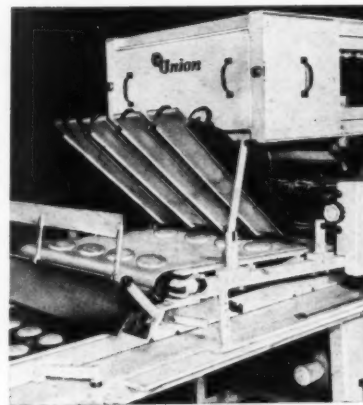
According to the firm, the product will lift off finish in from 30 to 40 minutes with the aid of steel wool or a scraper, but the company suggests that an easier method is to apply stripper at night and remove it the next morning with a steel wool pad under a floor machine.

No. 3152—Make-Up, Panning Unit

A new mechanized bun make-up and panning unit, the "AMF-Union Pan-O-Mat," now is being manufactured by the Union Machinery Co., a subsidiary of American Machine & Foundry Co. The product picks up dough pieces, proofs in transit and discharges them onto a wide conveyor belt. Empty pans, fed into the unit, move forward and the flattened

dough pieces are deposited in the center of the pan spaces to produce hamburger buns.

For frankfurter buns a pressure board assembly is lowered into position, and the flattened dough pieces are curled, moulded and deposited automatically into frankfurter pans. The firm states that the unit pro-



duces 280 hamburger or frankfurter buns a minute. One operator feeds pans into the machine, another racks the panned products. Buns are not touched by hand in the process. The firm will furnish full specifications.

No. 3149—Food Color Blends

Sterwin Chemicals, Inc., a subsidiary of Sterling Drug, Inc., has introduced a new line of standard secondary blends of certified food colors, and other blends will be made available as the need develops, according to P. Val Kolb, president. The colors are for use in baking and other general food industries. They are produced in the Hilton-Davis Chemical Co. division of the Sterling organization.

No. 3153—Fiberboard Material

The Armstrong Cork Co. has announced the development of a new fiberboard material for use in redecorating retail business establishments. The material is known as "Perforated Temlok Tile." According to the company it has strength and toughness and is painted at the factory in white. It may be installed quickly and inexpensively and building paper is not required in its installation, the firm states.

No. 3145—Vibrator

Three new patents recently were received by E. F. Peterson, president of the Martin Engineering Co., giving the company exclusive rights in the U.S. to the manufacture of the Peterson "Vibrolator." The product is used in the aid of the movement of such materials as flour and food products that arch and resist movement toward the outlet of hop-



pers and bins, or where wet mixtures tend to entrain air.

According to the firm, the product vibrates the storage bins and causes materials to flow steadily toward the



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from farm
to you

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(NON-FAT)

DRY MILK SOLIDS
for better bread

— USE AT LEAST 6% —

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Please send me information on the following items (circle numbers)
 No. 415—Grease Solvent, Cleaner No. 3149—Food Color Blends
 No. 2234—Ultra Violet Lamps No. 3150—Greasing Compound
 No. 2238—Floor Machine No. 3151—Yeast Food
 No. 3145—Vibrator No. 3152—Makeup, Panning Unit
 No. 3147—Cake Slicer No. 3153—Fiberboard Material
 No. 3148—Varnish Stripper

NAME

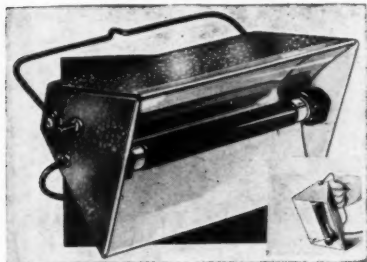
COMPANY

ADDRESS

outlet, and the vibration does not damage the hopper or bin. The vibrator can be mounted in different ways and comes in different sizes to allow for variance in operating conditions, materials and equipment. The firm states that it is virtually noiseless in operation, self-lubricating, light in weight, economical to operate, starts instantly without manual assistance and will not jam.

No. 2234—Ultra Violet Lamps

A new line of "Blak-Ray" ultra violet lamps has been announced by Ultra Violet Products, Inc. The firm states that they were originally designed for defense purposes, but that

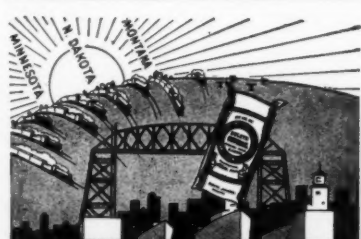


they have important applications for the detection of adulteration, impurities, spoilage and filth in foods, containers and related materials.

According to the company, the invisible rays, when directed at certain substances, cause a phenomenon known as fluorescence, whereby these substances radiate a color different from their own. Thus contaminating elements that are invisible, or nearly so, in white light, stand out when exposed to the rays. This, the firm states, makes the lamps useful for inspecting, sorting and analysis.

The lamps are approved by Underwriters' Laboratories and are equipped with a self-filtering tube that allows the long wave ultraviolet rays to pass through but filters out the undesirable rays. The tubes will last for 2,000-3,000 hours, and do not require as great a degree of darkness as do lamps using separate filters, according to the manufacturer.

The fixture is available in six sizes



The Choice of the Finest Hard Wheats

The only mill in this great terminal market, Universal consistently offers:
BETTER SPRING WHEAT AND DURUM FLOURS

DULUTH UNIVERSAL MILLING CO.

Duluth, Minnesota

from 4 to 80 watts, and may be rested on a flat surface, mounted flush to wall or ceiling or hung from brackets.

No. 2238—Floor Machine

A new explosion-proof all purpose floor machine has been announced by the Holt Mfg. Co. Called the Holt Explosion-Proof Commander, it is designed for sanding, waxing, polishing, scrubbing, wire-brushing, steel-wool-ing and grinding floors.

The machine is vapor-proof, spark-proof and shock-proof and is built under safety regulations with all wiring and electrical apparatus safety-checked and sealed, according to the manufacturer.

The company states: "Flames or sparks can't escape to set fire to gas, dust, fumes or vapors. Thick, safety-tested metal enclosures prevent possibility of explosion." Descriptive literature and price lists are available.

No. 415—Grease Solvent and Cleaner

The Magnus Chemical Co., Inc., of Garwood, N.J., has just released details on a simple method of keeping warehouse tractors, truck engines and other mechanical equipment free from accumulations of grease, oil and plant dirt. The company manufactures an emulsion-solvent cleaner, "Magnusol," which is mixed with kerosene in the proportion of one part Magnusol to eight parts kerosene. The mixture is sprayed on the equipment to be cleaned and allowed to soak for a few minutes, then the treated surfaces are flushed with water at tap pressure and temperature. It is said that machine operators tend to take better care of clean units.

No. 3150—Greasing Compound

Caravan Products Co., Inc., announces the introduction of a new development for pan greasing known as, Caravan "Sprashort." The firm states that the new vegetable compound requires no mixing or handling, can be used at room temperature, needs no heat, is perfectly stabilized and will not run down sides of pan.

The product can be used in all spray or mechanical equipment or can be brushed. The manufacturer states that Sprashort covers more surface than does other shortening mixtures. Samples are available on request.

—BREAD IS THE STAFF OF LIFE—

ASBE SERVICE BULLETIN

CHICAGO—A 2-page bulletin describing safe practice in unloading bread dough mixers has been released by the information service committee of the American Society of Bakery Engineers through George J. Siml, Siml & Sowles, Chicago, committee chairman. The bulletin will be sent upon request to Victor E. Marx, secretary, Room 1345, LaSalle Wacker Bldg., 121 W. Wacker Drive, Chicago.

After all!

"THERE IS NO
SUBSTITUTE
FOR QUALITY"

Price vs. Quality

FLOUR BUYING "BARGAINS" are likely to prove disastrous. For more than 50 years you have bought our brands with perfect safety, knowing that they represented the highest and most *Dependable Quality* that scientific milling could produce.

BAY STATE MILLING CO.
WINONA, MINNESOTA
Millers of—HARD SPRING WHEAT and RYE FLOURS

SPRING WHEAT FLOURS

**RED WING SPECIAL
BIXOTA
CREAM of WEST**

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.*

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

**"BLODGETT'S"
RYE**

*All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848*

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Exceptional Bakery Flours

TWELVE-40 NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,800,000 Bus.

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

ANSWERS TO "DO YOU KNOW?"

Questions on page 27

1. **False.** Best results are obtained by increasing the baking powder content from 15 to 20%.

2. **True.** As cornstarch does not produce any gluten, because of the lack of binding action, the finished sponge cakes will be slightly more tender and have a little more volume.

3. **False.** An excess of diastatic malt causes the dough to become soft and sticky, making it difficult to handle through the machines. The softening and stickiness is caused by the action of proteolytic enzymes on the gluten in the dough.

4. **False.** Meringues and kisses should be baked at about 250-275° F. If a higher temperature is used, they will discolor due to the caramelizing of the sugar. Meringues and kisses should be dried rather than baked.

5. **True.** The absorption of the dough will be slightly increased when this procedure is used. However,

some bakers add the shortening with the salt, sugar and other dry ingredients in order to eliminate the possibility of forgetting to put it in to the dough.

6. **True.** This is a good procedure to use. Some bakers wash the insides of the shells with egg whites, allowing the wash to dry before filling the shells. When this is done, it is not necessary to make them a day ahead. However, due to the cost of the whites and the labor involved, this procedure is more costly.

7. **False.** The results would not be the same. They are of different compositions: as for instance, glucose is

rated about 35% in sweetness and invert syrup at about 102%. Cane or beet sugar are rated as 100% sweet. Invert syrup is also very much more hygroscopic than glucose.

8. **True.** Salt has a strengthening effect upon gluten. It is therefore advisable to use slightly more salt in the dough.

9. **True.** The wetting of the pans decreases to some extent the amount of shrinkage of the dough during the baking process.

10. **False.** The dough should be rolled up looser or the rolls should be spaced farther apart.

11. **False.** The flavor is improved by having the doughs slightly on the old side.

12. **True.** Whole milk powder is composed of about 37½% lactose, 29¼% butterfat, 27% protein and 6¼% mineral matter.

13. **True.** The arrowroot plant grows in the West Indies.

14. **False.** Butter is used for flavor. Sour cream butter has a more pronounced butter flavor than sweet cream butter.

15. **False.** For practical bakeshop use, usually 2 oz. cream of tartar are used.

16. **False.** A slow speed mixer will produce the best results. High speed mixing over develops the dough, causing it to become sticky, resulting in small loaf volume.

17. **False.** According to government bread standards and definitions, the flour ingredient may not include more than 3% of other edible farinaceous substance. Therefore it is permissible to use up to 3% rice or corn flour.

18. **True.** Experiments conducted with colored wrappers showed that green color retarded rancidity. However, when the packaged products were placed on the market, the consumers did not like the package with consequent loss in sales.

19. **True.** The breaking down of the filling is due to the citric acid converting the starch into a syrup. Frequent stirring and rapid cooling will decrease the tendency for the filling to turn watery.

20. **False.** Cream of tartar does not produce any carbon dioxide gas. It is used to mellow the gluten in the dough. The dough will be easier to roll out. It is not necessary to use cream of tartar if the dough is allowed to rest overnight in a cool place.

—BREAD IS THE STAFF OF LIFE—

ANETSBERGER BROS., INC. NOTES 25TH ANNIVERSARY

NORTHBROOK, ILL.—Anetsberger Bros., Inc., founded in Chicago by Frank Anetsberger, president, is observing its 25th anniversary in July. The firm manufactures bakery, food serving and industrial equipment.

A score or more of original employees still are with the firm. Among key personnel are A. M. Bornhofen, treasurer and vice president in charge of sales who has been with the firm more than 20 years; George Anetsberger, superintendent, 25 years of service; Irene Preis, office manager, 20 years; T. R. Dorgan, sales promotion and advertising manager, more than 14 years, and Bud Wade, sales engineer, 16 years.

The firm moved to Northbrook, just outside of Chicago, in 1947, to a new streamlined plant on wooded and landscaped acreage. The grounds include a nine hole golf course, swimming pool and other recreational facilities.

A RECOGNIZED MARK OF EXCELLENCE FOR MORE THAN 70 YEARS

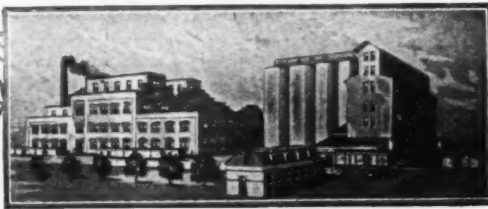
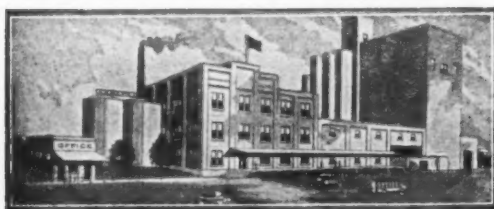


FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

TIME IS PRICELESS



MAKE EVERY MOMENT COUNT

use

Paniplus

FOR

**BETTER MACHINING DOUGHS
AND ON TIME SCHEDULES**

THE PANIPLUS COMPANY • 742 BOARD OF TRADE BUILDING • KANSAS CITY 6, MISSOURI

Ringing the Baker's Doorbell

Vincent Thoma has taken over the operation and management of the Bertotti Bakery, **Campbellsport, Wis.** Dominic Bertotti operated the business the last five years. Mr. Thoma was baker for many years at Bauer's Bakery in West Bend, Wis.

Gust Schaper has closed the Schaper Bakery in **Robbinsdale, Minn.**, after operating the firm 26 years.

Earl Goff has sold his bakery business, which he operated 42 years in **Grinnell, Iowa**, to Glen Ball, Jr.

Brunno Lammert, Jr., has acquired the **Montello (Wis.) Bakery** from E. T. Krueger, who has been operating the business since 1911.

Mrs. Helen Jackson has opened Helen's Donut Shop at **Batesville, Ark.**, and will conduct both a wholesale and retail business. A distributing system has been set up.

Arnold Neuburger, who has been employed at the Larned (Kansas) Bakery for the past several months, now is associated with his brother, Eddie Neuburger, in the **Ellis (Kansas) Bakery**.

The **Sheboygan (Wis.) Baking Co.**, has been formally opened by its two new owners, Lawrence Biederwolf and Herbert Horn. The two recently acquired the shop from Adolph Jasper, who last year purchased the business from Herman Siegert who has retired.

A business name has been filed in the Erie County, New York, clerk's office for **Ziegler's Famous Doughnuts, Cheektowaga, N.Y.**, by Mendal M. and Hazel B. Evans.

The Savoy Pastry Bakery, **Rochester, N.Y.**, has been sold by Mrs. Teresa Petrantonio to Francis J. McMaria and his wife, Anna, in a deal reported to involve \$45,000.

Milton Rockwell has opened a new bakery in **Miami Beach** which he will operate as the Garden.

The new **Towner (N.D.) Bakery**, owned by Arthur Duren, has been opened for business. Mr. Duren operated a bakery in Wolf Point, Mont., 14 months.

John Golkowski recently sold his interest in the **Bagley (Minn.) Bakery** to his partner, Lowell McDougall. Mr. Golkowski was a partner in the firm since it was established several years ago.

Mr. and Mrs. Harry Nebel have opened the **Pequot Bakery** in **Pequot Lakes, Minn.** The new owners formerly operated a bakery in Morris, Minn.

The Betts Baking Co. of Hutchinson, Kansas, has opened a sales agency in **Hays, Kansas**. Norman Peters is the agent there. Thomas Pickerill is sales manager for the firm's line of bread.

Rogers Bakery, **Scottville, Mich.**,

operated by Jack Rogers and the late Mrs. Rogers for 30 years, has been sold to Mr. and Mrs. Richard Schramm of Reed City. They have assumed management.

The Royal Palm Bakery at Lake Worth, Fla., plans the erection of a new one story building adjacent to the present bakery at a cost of about

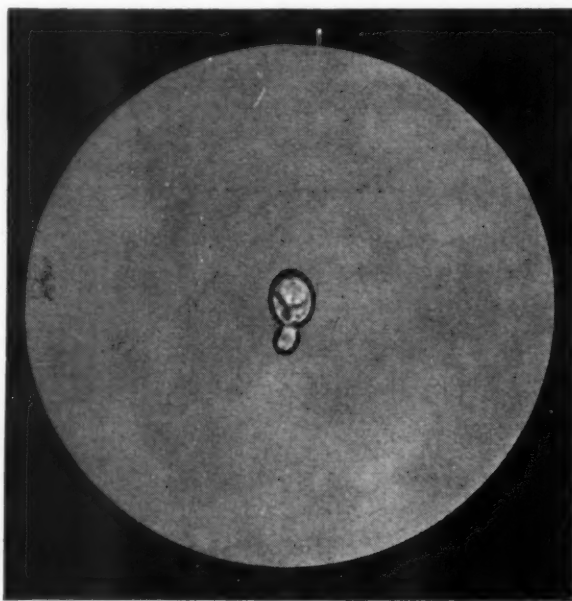
\$15,000. J. J. MacDonald is co-owner and manager.

The Pfaff Baking Co. has sold its bakery building in **Mason City, Iowa**, but will maintain its office, garage and sales department of about 25 employees there. The firm will furnish bread from the Fort Dodge Bakery, but a new plant is being planned

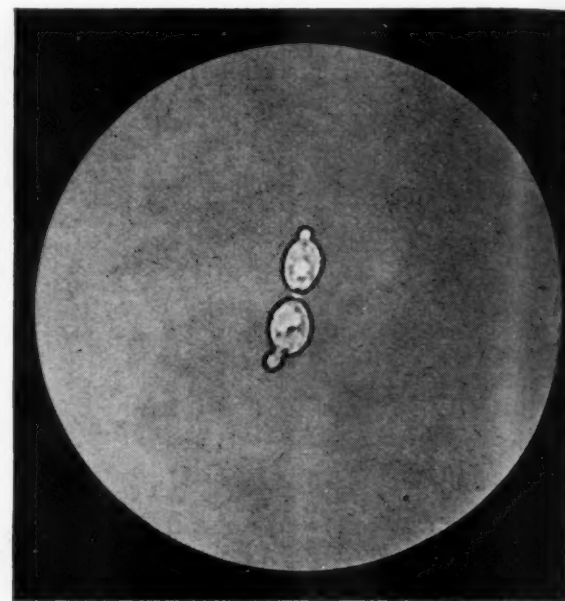
for **Mason City**. George Mendon is manager of the Mason City office.

Papers have been filed registering the name of **Chmielewski Bakery, Buffalo, N.Y.**, by Henry J. and Edward L. Chmielewski.

Deck's Bakery & Cafe in **Plentywood, Mont.**, has closed, leaving the



1. From this single, vigorous, budding yeast cell . . .



2. A strain of fine, active yeast is started . . . (1 hour)



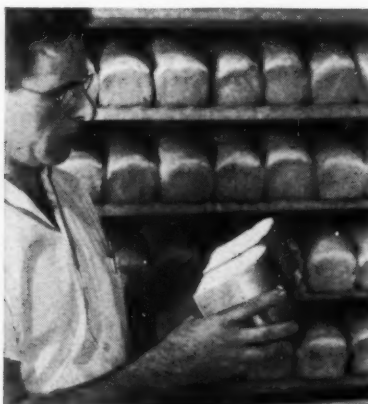
LIKE COUNTING THE STARS IN THE HEAVENS. This colony counter aids skilled bacteriologists in controlling the quality of yeast. The scientific method is always used to produce Fleischmann's!



EVEN THE CONTROLS ARE CONTROLLED. Constant watchfulness is the price of a uniform quality yeast. Here, a trained technician adjusts one of the heaters on the Kjeldahl apparatus used to determine the amount of nitrogen in yeast—one of the many controlling factors in yeast quality.



BABY YEAST outgrows its "clothes" but fast. Seed yeast is tiny for only a little while. From small glass flasks at the start, it requires ever larger containers. Some end up in immense stainless steel tanks.



PROOF OF THE YEAST IS IN THE BAKING. Loaves look perfect, don't they? Here Floyd Schoonover, in charge of the Commercial Bakery Unit, scores bread for color, grain and texture, three of the many factors in the total score. Commercial type loaves are baked regularly as a final check.

A FAMILY

... of energetic yeast you bake better goods, increase profits!

• Your pound cake of Fleischmann's Yeast began as a single microscopic yeast cell. Selected for strength and vigor, it reproduced itself billions of times.

But the leavening ability of this family of billions would never be realized if its quality and uniformity were not closely supervised during growth.

Fleischmann scientists and technicians, working in the world's greatest center of yeast knowledge, have the facilities to control, produce and deliver to you, yeast that is dependable.

The uniform baking results you enjoy is the product of more than 80 years of Fleischmann research and development. When you use Fleischmann's Yeast, your baked goods have top flavor, quality and sales appeal . . . while your operating costs are reduced and profits increased.

community without a bakery. Mr. and Mrs. William Omer, who have operated the firm since it reopened in May, 1950, said the inability to obtain help was the reason for closing.

Eleanor G. Pieczynski has registered the name of Father and Son Bakery, Buffalo, N.Y.

The Brandon (Minn.) Shoppe & Bakery has been opened by Mr. and Mrs. Clint Moe.

Dutch Oven Baking Co., Oklahoma City, has been chartered with capital stock \$10,000. Incorporators are Charles R. Flexner, Charles E.

France and Murray Gordon, all of Oklahoma City.

The Home Bakery, Hillsboro, Kansas, which has been operated since the war by Reed Hinton and Gaius Mastin, but more recently by Mr. Hinton, was sold to Homer L. Gibson of Sturgis, Mich., who assumed management June 1.

The Streitman Biscuit Co., Roanoke, Va., division, has moved from its old quarters into a new \$85,000 building in nearby Salem. The new building, a distributing point for Streitman, also contains the Virginia dis-

trict headquarters. The building covers 12,600 sq. ft. of floor space. It is built of solid brick, with white architectural cement, and glass along its 100 ft. front. Eighteen persons are employed in the new plant, according to Pat Bibb, manager of the Virginia district. W. E. Swope, is manager of the Roanoke division.

Ontario Biscuit Co., Buffalo, N.Y., has been awarded a building permit to make alterations to its plant building at a cost of \$2,500.

Formal opening of Polk's Bakery in its new location at Pocahontas,

OUR DAILY BREAD (As Reported in Time)

In St. Joseph, Mo., a bakery salesman left a package of six rolls on the seat of his truck; returned to find in their place a bundle of religious tracts.

Ark., was held recently. Both the interior and exterior of the building have been redecorated and modern equipment installed. Prizes were offered for those registering on opening day.

Carl H. Littman has been promoted to the position of industrial relations director of Omar, Inc., Omaha. His new duties have been added to his job as personnel administrator.

Bjarne Romnes of Madison, Wis., has announced that a Romnes bakery will return to Stoughton, Wis. Mr. Romnes' father, Hans, operated a Stoughton shop for about 40 years.

A new bakery department has been added to the Benson (Minn.) Super Valu Store, according to Earl Storts, store manager. Miss Hazel Leslie is bakery manager.

The Bowman Biscuit Co. of Denver has opened a new branch office and warehouse in Casper, Wyo. Ralph Tidhall is district sales manager of the new branch.

Rudolph Hinrichs is the new owner of the Dutch Bakery in Vista, Cal. The former owner, Ted Blecha, has purchased the Royal Bakery in Dinuba, Cal., from John Bernloher.

Henry's Bakeries is opening a retail bakeshop in the Endwell Plaza now nearing completion in Binghamton, N.Y.

Fillmore Baking Corp. and Kaufman's Bakery, Inc., have both been incorporated in Buffalo, N.Y., with capital of 200 shares. Incorporators are Nathan Rovner, George W. Wanamaker and John W. Condon, Jr., all of Buffalo.

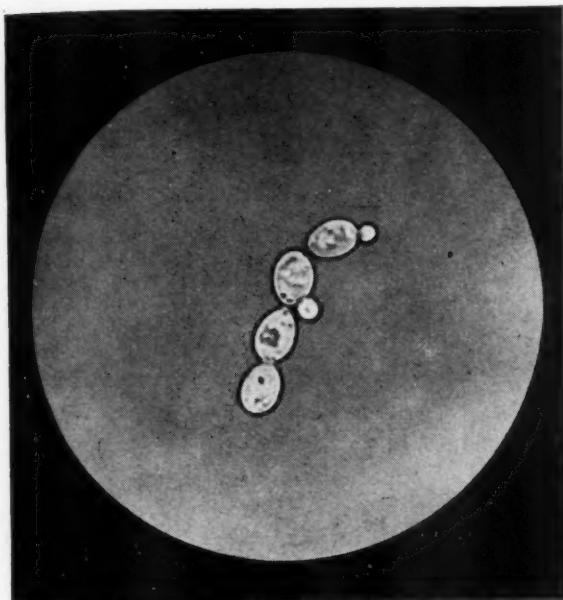
Elrods Bakery of Kenmore, N.Y., has announced its removal to a new location in Lackawanna, N.Y.

L. S. Hartzog, owner of Hart's Bakery in Sikeston, Mo., has announced the purchase of two wholesale bakeries at Memphis, Tenn., and Anniston, Ala. The Anniston plant has been known as Lloyd's Bakery. The Memphis plant is new.

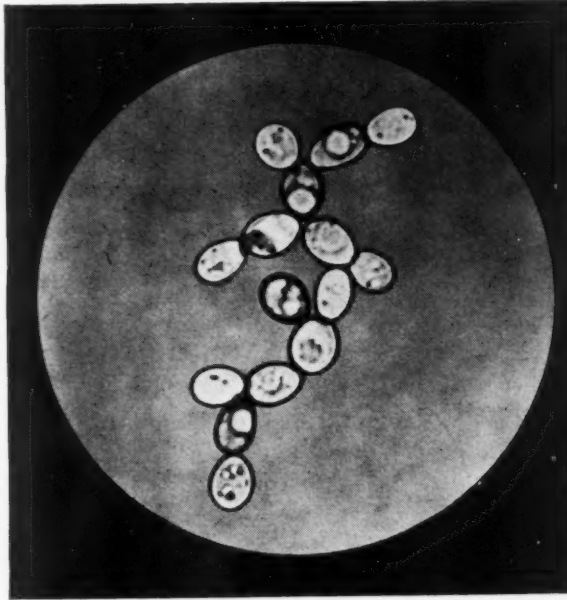
A switch in bakeries has been announced in St. Louis, with William Jaudes taking over the bakery formerly operated by Carl Mueller and Mr. Mueller moving into the bakery formerly operated by Mr. Jaudes.

Since the opening in 1948 of the new million dollar addition to its wholly automatic plant in South Miami, Fuchs Baking Co. has had 50,000 visitors pass through to inspect the place. The 50,000th was clocked recently.

Oscar C. Haase, former bakery operator in Cincinnati and Indianapolis, is the new owner of Newell's Bakery in St. Petersburg, Fla., formerly owned by Robert Newell. Mr. Haase



3. Under supervision, growth is encouraged by ideal reproduction conditions . . . (2 hours)



4. So that only uniformly energetic yeast cells go into Fleischmann's Pound Yeast. (3 hours)

PORTRAIT

cells that can help
reduce costs and

Free Fleischmann service. You'll find Fleischmann men alert to help you with any bakery production or selling problems you may have. Call on them for expert help at any time. No obligation!

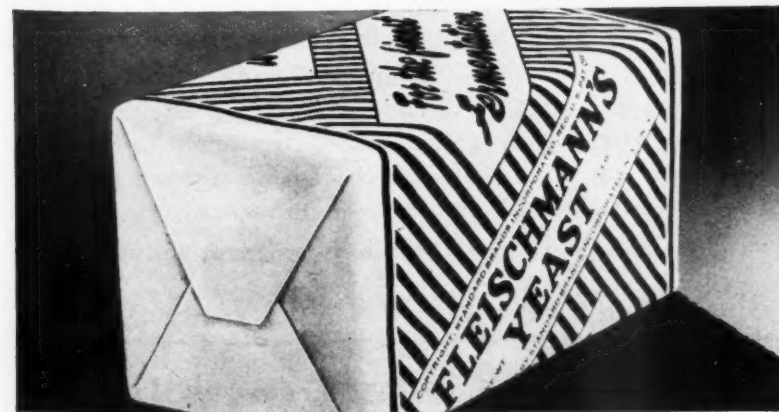


BAKERY PRODUCTION SERVICE. Your needs and problems are familiar to Fleischmann personnel. Mr. G. H. Ekstedt, right, Bakery Production Service manager, checks production costs and product quality for a baker customer.



FIND OUT WHY more bakers than ever say, "Use Fleischmann's Yeast for the finest fermentation. Keep quality and sales high with Fleischmann Service." Just call your Fleischmann man.

IN THE NEW BRIGHT BLUE-AND-WHITE WRAPPER. Famous for over 80 years. Bakers know there's no finer yeast in the world than Fleischmann's.



Make it better . . .
sell more of it with

FLEISCHMANN'S YEAST
FERMENTATION IS OUR BUSINESS



Member

was active in Ohio and Indiana bakers organizations.

William Backhaus, who has owned and operated the **Garretson (S.D.) Bakery** for several years, has sold the business to Don Bach of Dell Rapids, S.D.

John's Bakery has moved from 3511 N.W. 23rd St., to 3944 W. 10th St. in **Oklahoma City**.

Herb's East Side Bakery in **Alexandria, Minn.**, is open for business. Herb Kohls is the proprietor.

Employees of Mrs. Karl's Bakeries in **Milwaukee** honored the firm's president, Robert J. Peters, at a banquet recently. Mr. Peters became manager of the firm 20 years ago.

The Capital Bakery, Inc., has been incorporated in **Austin, Texas**. The firm was chartered by Robert Wentz. Jane Sumner and George W. Wentz with \$10,000 capital stock.

The **Brighton (Mich.) Bakery** has new lighting, display cases and a new front. Mr. and Mrs. Carl Wompner are owners.

Lyle Thompson of Minneapolis has leased the Bolstad Bakery at **Fertile, Minn.**, which has been operated for many years by Kensal Bolstad. Mr. Thompson formerly operated the McIntosh (Minn.) Bakery.

The grand opening of the Bakery-Dairy Bar & Hobby Shop was held recently at **Monticello, Minn.** The two businesses are housed in a new build-

ing that was erected on the site of the bakery building that burned last fall. Peter Christensen is owner and operator of the bakery and snack bar.

The **Holland Bakery, Los Angeles**, has been opened by Casey Ruygrok, a native of Holland, who has been a baker here 11 years.

Johnson Pantries, Inc., operating a bakery business in **Jamestown, N.Y.**, for 19 years, has moved its baking facilities to a new location in the city. The firm has two branch stores in Jamestown. Bertil C. Johnson is president.

The Old Fashioned Bake Shop, operated in **Beloit, Wis.**, by Clement Schroeder, has opened a downtown store.

John J. Neal, operator of the **San Jacinto (Cal.) Bakery**, purchased the Valley Bakery in Hemet, Cal., from Roland Johnson, and is operating both establishments.

The American Bakeries Co., with headquarters in Atlanta, Ga., is planning to build a new Merita Bread and Cake plant in **New Orleans**.

General Baking Co., **Oklahoma City**, has added two van trailers to its fleet equipment.

Hans Waldvogel has purchased the bakery in Mayfair Market in **Encino, Cal.**, from Ray Novak.

Frank Whitmoyer and Fred Glantz have purchased the City Bakery in **Whitefish, Mont.** The new owners for-



HEADS BOSTON BAKERS GROUP—Smilingly accepting the gavel of authority, Eugene Hohenberger, (left) Supreme Bakery, Lynn, Mass., assumes the responsibilities of the office of president of the Master Bakers Association of Greater Boston from retiring president Frank Favorat, (right) Nelson's Bakery, Malden, as perennial recording secretary William Meade lends his endorsement.

merly worked in the Sunny Maid Bakery in Missoula, Mont.

will begin at the new bakery as soon as new equipment is installed.

Chapman's Pastry Shop was formally opened recently at **Albion, Ill.** At present only the sales room will be operated, with the West Salem Bakery, also owned by Henry Chapman, furnishing baked goods. Baking

Paul P. Feder has taken possession of the Brownie Bake Shop and Coffee Bar and the Dutch Maid Bake Shops in **Fargo, N.D.** He purchased the establishments from Mr. and Mrs. Emanuel M. Stern.

"I GUARANTEE THE QUALITY AND UNIFORMITY OF EVERY SACK OF Quaker Bakers Flour!"

The famous Quaker name—and a hard-and-fast guarantee—are back of every sack of Quaker Bakers Flour you buy. And every sack contains what today's changing baking formulas, and modern high-speed operations, demand in a short patent flour.

Quaker's uniform quality is the result of strictest wheat selection . . . modern milling under the high standards of The Quaker Oats Company . . . and constant laboratory checks for absolute dependability and trouble-free performance.

Get the facts today, by calling, writing or wiring...

The Quaker Oats Company

CHICAGO, U. S. A.

Mills at: Cedar Rapids, Ia.; St. Joseph, Mo.; Sherman, Texas; and Los Angeles, Calif.



1951 Prospects Are a
GIANT NEBRASKA WHEAT CROP

We Expect It To Be All
Of Excellent Quality But
Only A Blend Of The
Finest Will Be Used For

GOOCH'S BEST FLOUR

GOMEC — AKSARBEN
Needs No Blending to

Make **GOOD** *Bread*

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

Elevator Space 2,100,000 Bus.

IMPERIAL

WE ARE "cashing in" right now—during the wheat harvest—on our "grass roots" wheat selection program. Each of our trained wheat buyers at our country stations has surveyed in recent weeks the wheat farms in his territory to learn what fields are planted with the variety and quality we want. This is supplemented by extensive mapping of our tributary wheat buying areas. We know where the wheats we want are growing. . . . And buyers of IMPERIAL and VELVET know their baking quality will be right.



The WALNUT CREEK MILLING CO. • GREAT BEND, KANSAS

T. H. SHERWOOD, Vice President and General Manager

Established in 1912

BROKERS

FLOUR AND FEED

Domestic and Export

L. R. JEWELL & SON—"Flourists"

626-629 20 West 9th St. Building—L. D. 74

KANSAS CITY, MISSOURI

FLOUR DEPT.
Victor 0786

Cable Address: Jewellco

FEED DEPT.
GRand 6952

References: Any flour mill in Missouri, Kansas, Nebraska, Oklahoma or Texas

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ERY OWNERS ☐ EXECUTIVE, MGR. ☐ BAKERY SUPPLIER
☐ Wholesale ☐ Retail ☐ PRODUCTION ☐ OTHER



RED STAR PROJECT—Russell D. L. Wirth, president of the Red Star Yeast & Products Co. turned the first spadeful of earth when the production of the firm's new \$1,500,000 active dry yeast producing plant at Belle Chasse in the New Orleans area got under way. At the far right is Leander H. Perez, district attorney of Plaquemines Parish. The ground breaking ceremonies were preceded by a dedication dinner at which civic leaders welcomed Red Star to the city. Following the ceremonies the firm held an open air barbecue that was attended by more than 1,200 persons. The start-up capacity of the plant will be 2,000,000 lb. active dry yeast annually and construction is scheduled for completion by the middle of the next year.

Chickasha Milling Co.

Capacity 1500 sacks CHICKASHA Cable Address "Washita"
 OKLA. "Washita"
 Manufacturers of High-Grade
 Hard Wheat Flour
 Foreign and Domestic Trade Solicited
 Member Millers' National Federation

HIGH GLUTEN FLOURS

For Bakers

The Morrison Milling Co.

Denton, Texas
 Emphatically Independent

King Milling Company

High Grade Michigan Soft Wheat
 Flour, Plain and Self-Rising
 Successful Millers for Fifty Years
 LOWELL, MICHIGAN

Evans Milling Co.

INDIANAPOLIS, IND., U. S. A.
 Manufacture Kiln-Dried
 WHITE CORN PRODUCTS
 Capacity, 16,000 Bushels

USE

Budweiser YEAST

ANHEUSER-BUSCH, INC. . . . ST. LOUIS

"Whitewater Flour"

Ground Where the
 Best Wheat Is Grown
 WHITEWATER FLOUR MILLS CO.
 Whitewater, Kansas

"David Harum" Special Bakers

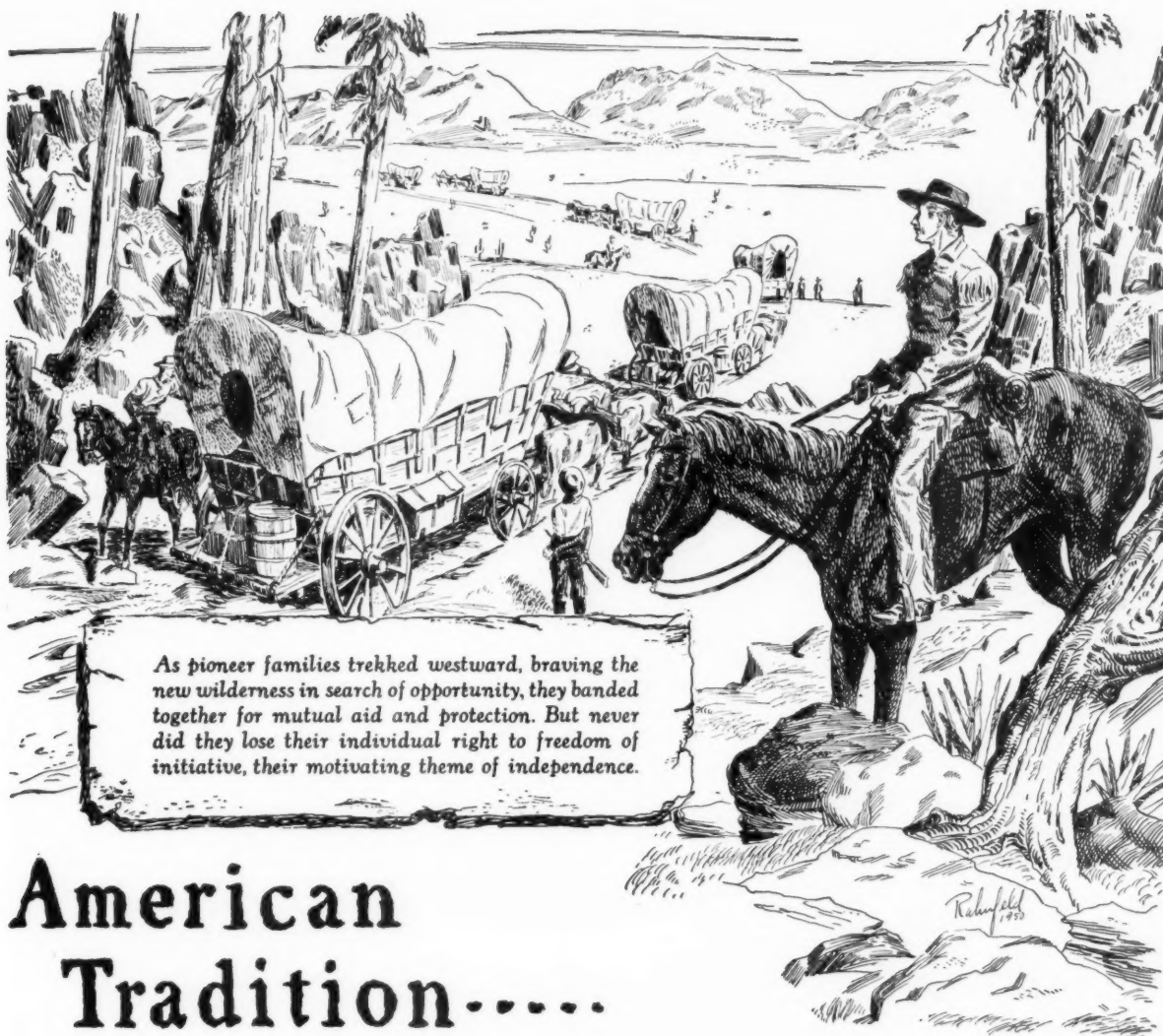
Made from a carefully selected
 blend of Dark Hard Winter and
 choice Northern Spring wheats—
 DIASTATICALLY BALANCED

•
**STRONG—
 UNIFORM—
 EVENLY PERFORMING—
 FLOUR FOR BAKERS**

•
Milled for Perfection
—Not Price!

*"Laboratory Tested
 For Fine Baking"*

**Lexington Mill
 & Elevator Co.**
 LEXINGTON, NEBRASKA
 SINCE 1884



As pioneer families trekked westward, braving the new wilderness in search of opportunity, they banded together for mutual aid and protection. But never did they lose their individual right to freedom of initiative, their motivating theme of independence.

American Tradition.....

It is this fine American Tradition of independent initiative that has kept this nation young in spirit down through the years.

The early millers displayed that spirit as they established excellent flour milling facilities for the better service of bakers throughout wide areas. Many of these fine mills were combined under the banner of Flour Mills of America for coordinated control of quality production, thus assuring the baker of a wide variety of fine flours with a dependable uniformity of baking performance.

Every facility is now available for maintaining the high standards of quality of FMA *Performance Flours*, from the millions of bushels of wheats in storage, through modern milling process and the application of scientific controls.

These are the mills that supply the *Performance Assured Flours* of all types to meet your every baking need.

Flour Mills of America, Inc.

KANSAS CITY, MISSOURI

Kansas Flour Mills Co., Kansas City, Missouri; Great Bend
Fort Scott, Larned, Kansas; Alva, Oklahoma.
Valter & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.



3 BAKER FLOURS



that give

*loaves of bread that
are easy to sell!*

TEA TABLE

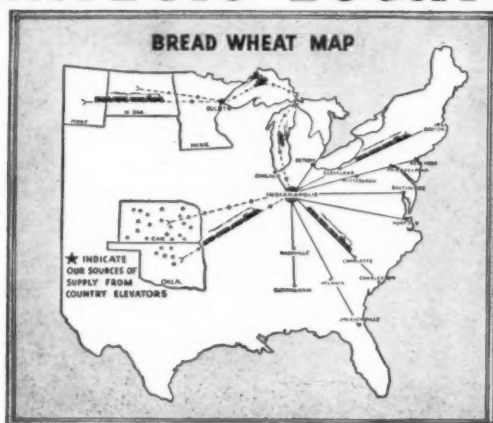
OVENSPRING

BIG VALUE

THE WEBER FLOUR MILLS CO.

SALINA, KANSAS

STRATEGIC LOCATION



ACME-EVANS COMPANY

INDIANAPOLIS, IND.

Over a Century of Milling Progress

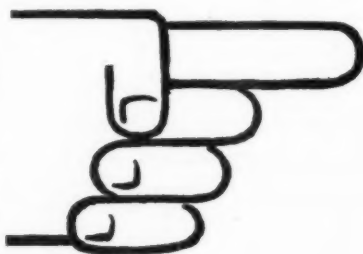
• Since 1821 •



The
ROBINSON
MILLING COMPANY
SALINA, KANSAS

— QUALITY THAT GETS RESULTS

The baking results that have made SUPER-FLOUR a baker's favorite are firmly based on expert selection of superior wheats and good milling technique . . . and those two factors are the foundation of bread quality. You can rely on SUPER-FLOUR to be at its uniform best every day.



THE WILLIS NORTON COMPANY, Wichita, Kansas
Quality Millers Since 1879



OUTSTANDING

Your brand STANDS OUT on a *Fulprint* Cotton Bag—a constant reminder to handlers and consumers all along the line.

The added sales value of your brand name, always prominently displayed, is further enhanced by carefully selected, eye-appealing print designs that are always in demand. Our skilled staff of artists will be glad to work with you on new brand designs—or help make your present brand more attractive. Call or write us, or talk to the Fulton Representative to learn how brands become outstanding . . . by standing out . . . on a *Fulprint* Cotton Bag!



Fulton Fulprint Cotton Bags are available with band label, spot label, or band and butt-band label. All soak off easily.

***Fulton* BAG & COTTON MILLS**

Atlanta • St. Louis • Dallas • Kansas City, Kans.
Minneapolis • Denver • New Orleans • Los Angeles • New York City

Company Organized for Distribution of Olin Cellophane

NEW YORK—Formation of the Olin Products Co., Inc., which will distribute Olin cellophane in the packaging field, and the election of James L. Spencer as vice president and director of sales, have been announced by John M. Olin, president of both Olin Industries, Inc., and of the new corporation.

Olin Products Co., a subsidiary of Ecusta Paper Corp. of Pisgah Forest, N.C., will have headquarters at 655 Madison Ave., New York City. A new mill for the production of cellophane is now undergoing completion on the plant site of the Ecusta company, which in turn is a subsidiary of Olin Industries.

The new corporation will have the same executive committee as both Olin Industries and the Ecusta company, consisting of John M. Olin; Spencer T. Olin, first vice president of Olin Industries; John W. Hanes, also an Olin Industries vice president and president of the Ecusta

company, and E. W. Taft, Olin Industries treasurer.

Mr. Spencer, who is also a director of Olin Products Co., said that the total industry output of cellophane, even after Olin begins production with eight machines in September, will still fall far short of meeting the needs of the cellophane market.

Limited Distribution

Olin cellophane production at its new plant will be 33 million pounds annually, which Mr. Spencer described as a fractional part of the nation's total consumption. The Olin

production, he said, will require limited geographic distribution initially.

Mr. Spencer, native of Iowa, comes to Olin Products Co. after four years as vice president in charge of merchandising of the Industrial Tape Corp., a subsidiary of Johnson & Johnson, where he was also a director and on the executive committee.

Managerial Appointments

NEW YORK—The first three managerial appointments of Olin Products Co., Inc., have been announced. Benjamin H. Heim has been appointed Middle Atlantic states and southern division manager; Charles F. Pfeifer, New York and New England division manager, and George R. Johnson, manager of eastern converter sales.

Mr. Heim comes to Olin Products after three years as vice president of Cellu-Craft Products Corp., cellophane converters, of Flushing, N.Y., and more than 17 years with E. I. Du Pont de Nemours & Co.

Mr. Pfeifer, who lives in Princeton, N.J., comes to Olin Products Co. after two years in charge of the paper converting operation at Plastic Film Corp., New York.

Mr. Johnson was national sales manager in the automotive division of E. F. Drew & Co., Inc., New York chemical company, for two years, before joining Olin Products Co.

—BREAD IS THE STAFF OF LIFE—

Oklahoma Baking School Announces July 25 Deadline

OKMULGEE, OKLA.—The Oklahoma School of Baking here is accepting students as late as July 25, according to Jno. C. Summers, manager, baking department, Oklahoma A. & M. College.

He reminds that the educational provisions of the GI Bill expire for most veterans July 25. Veterans who secure a certificate of eligibility and enroll before that date will be able to complete their courses.

—BREAD IS THE STAFF OF LIFE—

IOWA BAKERY BUSINESS MOVED TO NEW JERSEY

DAVENPORT, IOWA — Independent Biscuits, Inc., 51-year-old Davenport bakery concern that was purchased by the Burry Biscuit Corp., has been transferred to the Elizabeth, N.J. plant of the new owner. Regular production of Independent items are being continued in the East, according to F. E. Brewster, vice president and treasurer of the Burry firm.

A sales warehouse is being maintained in Davenport for distribution of Burry products throughout the area, with John C. McCarthy, Jr., as sales manager. Price paid for Independent Biscuits plant last November was reported in excess of \$1,250,000. The firm employed 300 persons.

—BREAD IS THE STAFF OF LIFE—

CAROLINA BAKERS CHOOSE 1952 CONVENTION DATES

MYRTLE BEACH, S. C.—The 1952 convention of the Bakers Association of the Carolinas will be held at the Ocean Forest Hotel here June 14-16, Louise Skillman, secretary, has announced.

Further information on the convention may be obtained from Mrs. Skillman at Myrtle Apts., No. 4, Charlotte 3, N.C.

Beautiful WHITE BREAD

made with

Wytase
REG. U. S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

"Wytase is doing a good job for us—our bread business shows an increase of 15% over last year and bread is scoring high in quality." . . . so reports a well known eastern baker. Like this gentleman, bakers everywhere have found that Wytase in the dough adds qualities which pay off in customer satisfaction.



J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois

BUY IT HERE



AS ADVERTISED IN THE Globe-Democrat

HOLIDAY SALES BOOSTER—The poster shown above, designed to promote the purchase of baked goods from the baker, is one of several appearing in St. Louis metropolitan newspapers through the cooperation of the Cahokia Flour Co. The ads appear just before important holidays, calling attention to the baker and his products. Reprints are distributed to each baker in the area so that he may add to the effectiveness of the promotion by using them as window and counter displays.

Dorothy Glenn

(Continued from page 29)

can do to educate Mrs. Consumer on the rising cost of living. There are many things you can do to convince the shopper that you are on her side.

Take for example the matter of selling cakes. Do you simply depend upon your own impersonal methods of selling? Or, do you give shoppers an intimate glimpse? How many of your customers know the kind of ingredients you use in making that cake? How many of them realize that the cake is made by the same basic formula that they might use in their own home?

Personalizing the Bakeshop

This is a subject that is dear to the heart of every Mrs. Homemaker. We've talked to them. We've tried to discover their feelings. They tell us that the bakeshop is too impersonal. They want to see more displays—displays that tell a story. Their feeling about bakeshop products is that only dehydrated ingredients mixed with water go into the making of them.

If you're using fresh milk and fresh eggs . . . why not tell them? If the fruits in your pies are fresh, or fresh-frozen . . . don't you think Mrs. Homemaker would appreciate knowing it? Of course, she would!

How to do it? There are many ways. A simple explanation of the facts would answer the need, if that is all you wish to do. It's a surprising thing, but Mrs. Shopper is as aware of the necessity for truth in advertising as you are. These shoppers of today are quite well-read individuals. They know the rules and regulations too.

Utilizing Advertising

Then, why not utilize allied trade advertising and publicity? Mr. and Mrs. Consumer, through years of experience, have learned to trust and depend upon many well-known national advertisers. Their advertising materials can be a boon to your shop . . . can enhance your advertising and promotional efforts.

Why not do a sampling job with your customers? Do you accept new products on blind faith entirely? Of course, you don't! Mr. and Mrs. Consumer will not accept blindly. Make them a part of your efforts. Include them in your plans.

Let's go back to the candy store routine. You'll see it in any candy store of any importance. The candies are placed in fluted cups to enhance the appearance of each piece. The displays are treated, almost with loving care. Each box of candies is a masterpiece of salesmanship.

Then, let's consider the type of salesmanship behind the counter of

the larger, more prosperous candy shops. The personalized attention given each order is superb. You will be offered a sample of candy with which you are not familiar. Your order will be treated with deference. Each tray of candy carries a price card, that not only tells price, but also tells exactly what the product is.

Now, let's consider the grocery store, and the canned foods, and packaged foods. Each can wrapper, each package gives Mrs. Homemaker a terrific fund of information. You may say that Mrs. Homemaker doesn't read this information, but you would be wrong. She does read, but in case

she doesn't, she knows it is there for her to read should she choose.

Not only do we find this fund of information, but frequently the manufacturer or distributor will take it upon himself to set up special displays . . . giving Mrs. Shopper more information.

Why is this happening? Because this all-important Mrs. Consumer has asked that food shops do a better job of display . . . that food producers give more information about their products. Popular demand has brought it about. The retail baker is confronted with the same demand. He must keep pace with the demand.

Announcing

THE MERCK FREE LIBRARY OF RADIO TRANSCRIPTIONS



Dramatic shows and timely spots on ready-to-use
transcriptions—specially prepared for the use
of bakers in their own advertising



Upper left: MARGARET O'BRIEN—Popular child actress who has swept to stardom.

Above: FREDRIC MARCH—Famous star of stage and screen.



Above: DEBORAH KERR—Star of Metro-Goldwyn-Mayer's Quo Vadis.

Right: DANE CLARK—Well-known motion-picture star.



It would be difficult to name four more popular guest stars to feature on your radio program than Margaret O'Brien—Fredric March—Deborah Kerr—Dane Clark. Usually, you would have to pay a high fee for their services. But the Merck Library of Radio Transcriptions on Enrichment brings them to you *without charge*, on a nonexclusive basis. This Library is exceptionally complete. It includes—on ready-to-use records—a 15-minute dramatic show—5-minute documentary segments—3-minute segments—and 20-second to 1-minute spots. In addition, it contains scripts on Enrichment for all types of live shows. No matter what kind of radio program you sponsor, you will find a wealth of material from which to choose.

FREE 12-PAGE BROCHURE GIVES FULL DETAILS

Our illustrated 12-page brochure *Cavalcade of Enrichment* describes every record in the Merck Library of Radio Transcriptions. It also contains practical suggestions on publicity, point-of-sale material, and other ways of enhancing the prestige of your company in connection with the 10th Anniversary of Enrichment.

THIS LIBRARY OF
TRANSCRIPTIONS IS YOURS

Without Charge

WRITE TODAY FOR BROCHURE

Merck & Co., Inc. Dept. AB-7
Rahway, N. J.

Please send brochure *Cavalcade of Enrichment*.

COMPANY NAME.....

STREET.....

CITY..... ZONE.....

STATE.....

BY.....

TITLE.....



MERCK & CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY

In Canada: MERCK & CO. Limited • Montreal

YOUTH ON PROGRAM OF PENNSYLVANIA BAKERS

PITTSBURGH—Seven sons of owners of bakeries, who have worked in their family plants since early youth, appeared on a panel, "Youth of the Baking Industry," at a meeting of the Retail Master Bakers Association of Western Pennsylvania held here last month. They discussed the good and bad points that young men discover in the industry.

Appearing on the panel were Frank Fleckenstein, Potomac Bakery, Dor-mont; Paul Sherman, Sherman's Bakery, Wilkensburg; James McNally, Jr.,

McNally Bakery, Aspinwall; Paul Kunst, Peter M. Kunst Bakeries; Ronald Knaus; Cameron Dudd, Dudd's South Hills Premier Bakery, and Ray Brazila, Winter's Bakery.

The panel members were introduced by James McNally, McNally Bakery, program chairman. Conrad F. Schoemer, Schoemer's Bakery, Beaver Falls, presided at the sessions. During the afternoon business meeting consideration was given to re-opening the baking division of South High School and to a campaign to counteract the lure of the war industries, which are taking students from the school and bakers from the shops.

Fleet Maintenance

(Continued from page 34)

Your customers do not ordinarily see your clean plant. They do see your trucks. They should be as clean and bright—starbright, that is—as the stars at night, deep in the heart of Texas. This is just a normal day-to-day requirement. It is very important to the life of the paint and in turn to the life of the sheet metal it covers. Much has been written on the care of the finish on cars and trucks. Most of the soaps and deter-

gents used in connection with regular washing are of little value. But there are some good ones on the market, and they are inexpensive and effective in preserving the finish. Advertising signs on trucks are considered very effective, but their effectiveness should not be lost through neglect of maintenance.

Paint prevents rust and oxidation. Deterioration of sheet metal is of course more pronounced in territories where the state highway departments and cities use large amounts of salt to keep the ice off the streets and highways. In view of the probable difficulties in obtaining sheet metal parts, it is more important now than ever before to maintain the paint on your vehicles to avoid excessive deterioration. Synthetic enamels are very satisfactory for normal fleet requirements. They are easily applied and touch-up work is easily matched. A good paint job reflects good over-all maintenance. Proper attention to the paint job instills a certain "pride of performance" in your drivers. It is only natural that the attitude of the company is passed on to the driver through either close attention or neglect insofar as appearance is concerned. The combination of a good paint job together with a regular schedule for cleaning and maintaining it will add many miles of economical life to the vehicles.

At this point, we have answered most of the questions asked at the start of these remarks. But despite good preventive maintenance of mechanical parts, and good maintenance of nonfunctional parts with regard to cleaning and painting, the time does come when we are faced with the wear of certain parts which just cannot be replaced. In these cases, it is necessary to know what can be done regarding the salvage and reclamation of those parts that must be replaced if the vehicles are to be operated.

During World War II, considerable progress was made in the development of various reclamation methods, for example, the chrome plating and metalizing of parts such as pistons, cylinder blocks, piston pins, crankshafts, king pins, etc. Most of the methods that are satisfactory are expensive, in comparison to new parts, but it is a way to keep vehicles in operation. It is suggested that all commercial methods of reclamation and salvage be carefully analyzed to the end that the best one is selected for the application to your particular problems. This may require purchase of some of the equipment to perform these reclamation operations. But if it does the job there is no question but that it is warranted.

In all of these remarks and suggestions, I have attempted to cover only the obvious and present problems we face today. No doubt, as the emergency continues, we will be forced to find new answers to new and different circumstances. But the big job right now is to prepare for what is already happening, and for what we know is coming. And thus, be stripped for action on whatever the future may bring.

As a first step in this direction you might want to pass on a copy of these remarks to your shop superintendent, or maintenance supervisor as a sort of rough and ready check list to determine how—or if—these present problems are being met in your shop.

Then you will know where you stand. Then you can make your plans to do your best for today and for tomorrow. Even the angels can do no more than that.

Don't let salesmen get away with that stuff!



You know darn well all nonfat milk solids are *not* alike—even if they do *look* alike!



When I buy nonfat milk solids I want FRESHNESS... FLAVOR... UNIFORMITY... ABSORPTION AND YIELD! I won't gamble my high-ratio formulas with anything but Borden's Bakery-Tested Breadlac!

* Remember, Borden's pioneered the Bakery Test years ago. And Borden's Bakery-Tested Breadlac is the standard of measurement in leading baking research laboratories today!

Take extra care with your bread and cake formulas...

Insist on Borden's Bakery-Tested Breadlac



Borden's BREADLAC

SPRAY-PROCESS NONFAT DRY MILK SOLIDS



FOR BAKERS

The Borden Company, 350 Madison Avenue, New York 17, N. Y.

©The Borden Company



Borden's uses highest-quality milk. AND Borden's tests its milk for purity and high bacteriological count. And they toss out anything that doesn't meet their standards!



Besides, Breadlac is Bakery-Tested to give your bread the same softness and silkiness mix after mix! I can always count on rich brown crust color with grand slicing quality and wonderful aroma and flavor!



Peak Performance
BACKED BY
Superior Service

PIKES PEAK
BAKERY FLOURS



The COLORADO MILLING
& ELEVATOR COMPANY
General Offices: DENVER, COLORADO

BEAR LAKE
IN ROCKY MOUNTAIN
NATIONAL PARK

Development of Enrichment Tablets Described

NEW YORK — How the tablet method of enriching bread was conceived 10 years ago is described in one of the stories featured in "Sixty Great Sales Stories," just published here by Prentice-Hall, Inc.

P. Val Kolb, president of Sterwin Chemicals, Inc., has written a chapter for the book, entitled "I Have Nothing to Sell." In it, Mr. Kolb tells of an informal meeting in March, 1941, with R. Wallace Mitchell, director of products control, Purity

Baking Co., Chicago, and former president of the American Association of Cereal Chemists.

"At that time," Mr. Kolb relates, "the company had first tackled the problem of how best to add enrichment to white bread. The method had to be easy and the result had to be sure. With nothing specific to sell, I called on Wallace, who has had more than 30 years of experience in the industry and who played an important role in the field of food enrichment.

"We had the vitamins to put into the bread but had not arrived at a definite decision as to the best method. Wallace came up with the idea of putting the vitamins in tablet

form. My main contribution that day was to state that we would furnish quick action. Within 48 hours after the idea had been born, I delivered sample tablets to him. As a result of the comprehensive tests which followed, Purity Bakeries Corp. placed the first order in substantial quantity for bread enrichment tablets.

"Those tablets, developed by Sterwin as the originators of the method, were the beginning of a new product sold under the brand name B-E-T-S, bread enrichment tablets. Later, when government standards were adopted, the tablet method won universal acceptance for bread enrichment."

Mr. Kolb became president of Ster-

win Chemicals, Inc., a subsidiary of Sterling Drug, Inc., in October, 1949, when the company succeeded the special markets division of Winthrop-Stearns, Inc., with headquarters in New York.

—BREAD IS THE STAFF OF LIFE—

GEORGE A. INGALLS NEW VICE PRESIDENT OF AMF

NEW YORK—George A. Ingalls, a director and comptroller of American Machine & Foundry Co., has been elected a vice president, according to an announcement by Daniel H. Haynes, vice chairman of AMF's board of directors. He will continue as company comptroller.

Mr. Ingalls, elected to the board of directors in February, 1950, has been comptroller of American Machine & Foundry Co. since Jan. 1, 1946. He has been associated with AFM since July, 1919.

He is a member of the board of directors of several AMF subsidiaries including DeWalt, Inc., of Lancaster, Pa., Union Machinery of Joliet, Ill., and Transducer Corp. of Boston. He is also a vice president of Union Machinery and comptroller of AMF affiliate, International Cigar Machinery Co.

—BREAD IS THE STAFF OF LIFE—

JOHN L. WILSON ELECTED VICE PRESIDENT OF A-B

ST. LOUIS—John L. Wilson was elected to the board of directors of Anheuser-Busch, Inc., effective July 1. He resigned from the presidency of the St. Louis Public Service Co. Directors of Anheuser-Busch also elected Mr. Wilson a vice president and financial officer.

August A. Busch, Jr., president of Anheuser-Busch, issued a statement which said that for the time being Mr. Wilson will have assigned to him the jurisdiction of the departments of finance, research and industrial relations.

Mr. Wilson came to St. Louis as president of the Public Service Co. in 1944, and previously was manager of the bus division of the Mack Truck Co. in Chicago. With Anheuser-Busch, he will serve on the administrative, salaries and plant committees.

—BREAD IS THE STAFF OF LIFE—

OHIO PRODUCTION MEN HEAR REPORT ON CORN

CLEVELAND — Larry Trimble, A. E. Staley Mfg. Co., Decatur, Ill., was the principal speaker at the June meeting here of the Bakery Production Men's Club of Northern Ohio. He spoke of the role of corn in the American economy and emphasized its place in the food fields, particularly in the baking industry.

It was announced that the club's golf party will be held Aug. 13 at the Columbia Hills Country Club. Trophies were presented by Mel Burns, second vice president, to Joseph Culotta and Mike Pilsarski, winners in the annual bowling tournament. Al Rigot, first vice president, was in charge of the meeting. Elmer Spang, president, was on vacation.

—BREAD IS THE STAFF OF LIFE—

AUXILIARY PICNIC

PITTSBURGH—The Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania will hold its annual picnic at South Park Aug. 1. Chairmen include Mrs. J. Aumer, Aumer Bakery, Mrs. T. Henderson, Henderson Bakery, Mrs. Anna Kramer, Kramer Bakery, and Mrs. Frances Palmer.



AN ORIGINAL LITHOGRAPH BY HENRY E. WINZENREID

"Down by the Old Mill Stream . . ."

The old community grist mill of yesteryear is a far cry from today's great centralized mills that send a wide variety of fine flours to every part of the country. Along the way, many of these special flours need the help of protective packaging papers to preserve their wholesome goodness . . . papers of the type Riegel has carefully developed for this growing industry.

There are many other Riegel Papers for almost any packaging need . . . papers that are now serving the sales leaders in many different fields . . . attractive papers you can depend on for economy and production efficiency. We are constantly developing even more varieties, in spite of present conditions, for companies who join us in planning for the future. Write us now for information.

Riegel Paper Corporation • 342 Madison Avenue, New York 17, New York.

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Riegel

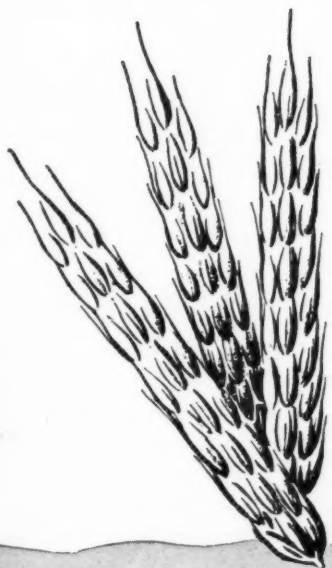
TAILOR-MADE PAPERS FOR PROTECTIVE PACKAGING

*Four
separate milling units
at the same location*

4

**...to serve
bakers with**

- 1 SPRING AND HARD
WINTER WHEAT FLOURS**
- 2 SOFT WHEAT FLOUR FOR
CAKES, COOKIES, CRACKERS**
- 3 RYE FLOURS**
- 4 WHOLE WHEAT FLOURS**



*F*ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

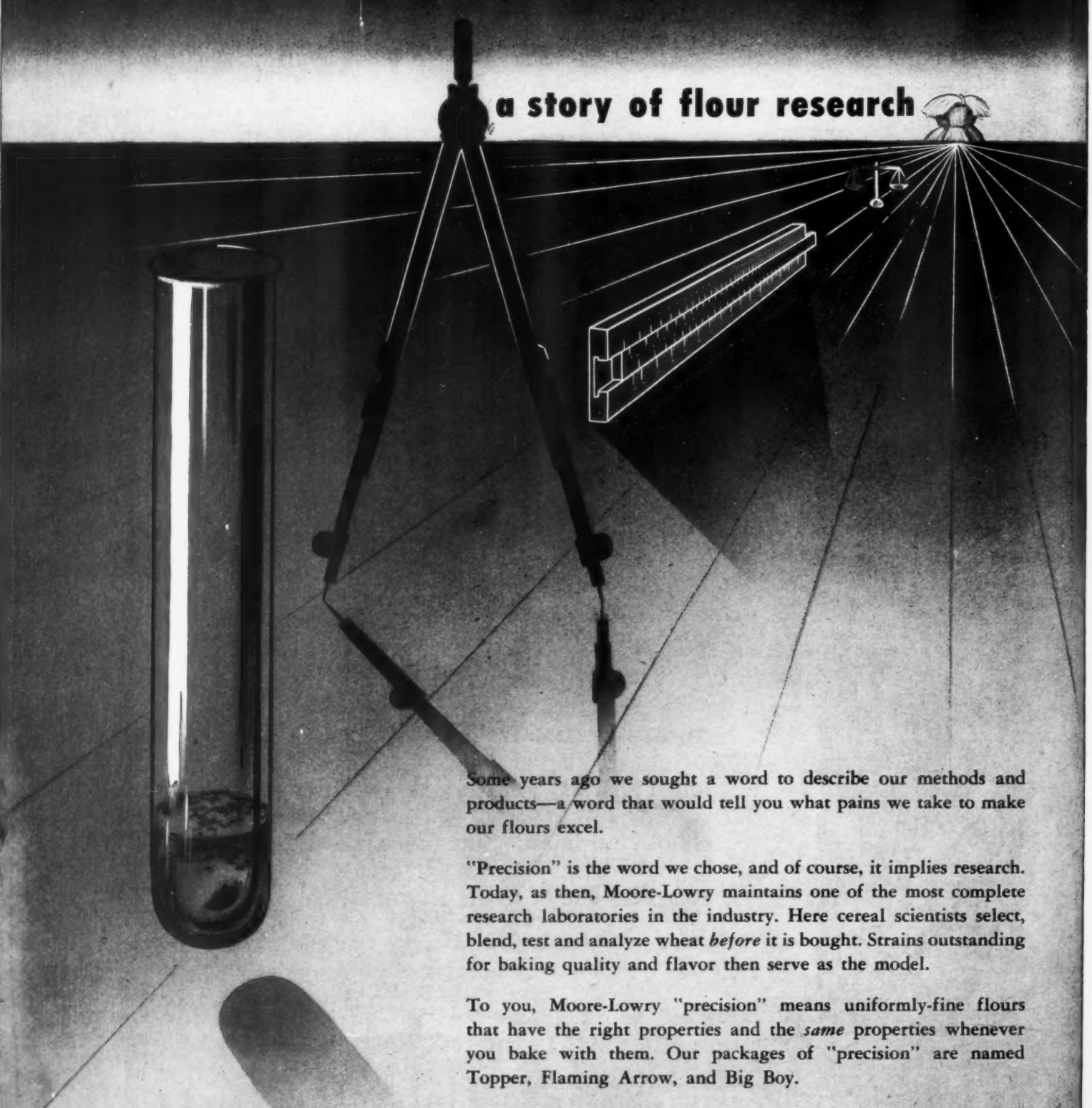
B. A. ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representation in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, STAUNTON—VIRGINIA, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, GENEVA—NEW YORK, HARRISBURG—PA., PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, FORT WAYNE—INDIANA, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, MOBILE—ALABAMA, NEW ORLEANS

PRECISION...

a story of flour research



Some years ago we sought a word to describe our methods and products—a word that would tell you what pains we take to make our flours excel.

"Precision" is the word we chose, and of course, it implies research. Today, as then, Moore-Lowry maintains one of the most complete research laboratories in the industry. Here cereal scientists select, blend, test and analyze wheat *before* it is bought. Strains outstanding for baking quality and flavor then serve as the model.

To you, Moore-Lowry "precision" means uniformly-fine flours that have the right properties and the *same* properties whenever you bake with them. Our packages of "precision" are named Topper, Flaming Arrow, and Big Boy.

THE MOORE-LOWRY FLOUR MILLS COMPANY

Offices at Kansas City 6, Mo.

Daily Capacity 4200 cwt.

Mills at Coffeyville, Kans.

*The Standard Others
Strive to Reach*

WHITE SWAN FLOUR

SPRINGFIELD MILLING
CORPORATION
MINNEAPOLIS • MINNESOTA

The J. C. Lysle Milling Co.

MILLERS OF
HARD AND SOFT WHEAT
FLOUR

SINCE 1874

Leavenworth, Kansas

**"Sweet Cream"
"Very Best"**

Quality Flours

W. J. JENNISON CO.
MINNEAPOLIS, MINN.

Sands, Taylor & Wood Co.
Established 1790
KING ARTHUR FLOUR
BOSTON, WORCESTER, SPRINGFIELD, MASS.
PROVIDENCE, R. I.

BLAIR'S *Quality*
FEEDS
BLAIR MILLING CO., Atchison, Kans.

Buy and Sell
Through
WANT ADS
...in...
THE AMERICAN BAKER

GLOBE BAKERS FLOUR
Globe Cereal Mills
El Paso, Texas

MICHIGAN FLOURS
(Quality Controlled)
CHELSEA MILLING CO.
Chelsea, Michigan

Snow Lily
Fancy Short Patent
Biscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan.
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

Ray Kieffer and Larry Rudd Join Patterson Staff

KANSAS CITY—Ray Kieffer and Larry Rudd have joined the staff of the C. J. Patterson Co., Kansas City.

Mr. Kieffer, formerly production superintendent for the Harvest Baking Co. of Midland, Mich., has a background in the baking industry which includes work with the Macklem Baking Co. of Denver, and the National Tea Co. of Milwaukee. He will serve the Patterson company in sales and product demonstration.

Mr. Rudd, with 25 years' experience in the baking industry, comes to the Patterson company after eight years with Purity Bakers, Inc. of Chicago, where he served as production supervisor over five major plants. Previous to that he was affiliated with the A. & P. Tea Co. of Chicago, Cleveland and Columbus. He will represent the Patterson firm in production service and sales.



Ray Kieffer



Larry Rudd

ACME RYE
A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades

FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

DOWN THRU THE YEARS...

for **3** generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

"Golden Loaf" FLOUR

TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA

YOU GET ALL 4

- 1. Fine Bakery Flour**—Including Occident, and American Beauty. 100% Whole Wheat, Cake, Pastry and Cracker Flours to fit your particular formulas.
- 2. Expert Bakery Service**—Technical help plus laboratory assistance with bakery problems, quality improvement, new products.
- 3. Tested Formulas**—Wide variety of bread, sweet goods, cake and pastry formulas constantly being tested and provided to bakers.
- 4. Complete Merchandising Service**—You can make a neat extra profit on our special promotions. Formulas, displays, posters, price cards. Window strips and other material for seasonal selling events.

YES, YOU GET ALL 4 when you let us fill your bakery flour requirements.

RUSSELL-MILLER MILLING CO.
MINNEAPOLIS 1, MINNESOTA

Specialists in the Milling of Fine Bakery Flour

In the . . . Industry Spotlight . . . by Bill Lingren

He Built His Own Memorial . . .

It was my privilege last month to participate in the dedication of a memorial scroll honoring the memory of the late Sig Werner, who served as Chicago manager of The American Baker and its associated publications until his death last February. Seeing again the great respect held for Sig by those in the industry who knew him well served again to emphasize in my mind the wide influence he exerted during his lifetime service. In the words of the text on the memorial scroll, Sig's "greatest achievement is found in the answer to his oft-repeated and characteristic question — 'Can I help you?'" That question holds particular meaning to me personally because in the relatively few years that I was associated with him on the staff of The American Baker it was often directed to me. He was for me a fountain of information on industry affairs in Chicago and nationally. He continually amazed me with his broad knowledge of past and current industry events and with his acquaintanceship with industry personalities which was probably unmatched in its scope.



Bill Lingren

Sig would be pleased, I am sure, to know that his services were recognized in this very special way by the Allied Trades of the Baking Industry and the other organizations with which he was so active.

Again in the words on the scroll: "You always have helped, Sig Werner; and in the memory of your friends you always will."

Lots of Varieties in 1866

Don E. Rogers, Chicago manager of The American Baker, recently ran across a bill of fare offered by the Pemigewasset House at Plymouth, N.H., in 1866. It is a handsomely printed menu and it lists some fancy entrees that range from ornate-buffalo tongue to baked Winnipisseogee trout.

But the outstanding thing about the bill of fare, from a baker's point of view, is the many varieties of pastries and cakes. Twelve pastries were offered: Washington pie, meat pie, currant pie, strawberry tarts, cranberry tarts, peach tarts, gooseberry pie, apple pie, peach pie, currant tarts, apple tarts and raspberry tarts.

Eighteen different cakes were listed:

ed: fruit cake, bride's cake, queen's cake, sponge cake, pound cake, snow cake, orange cake, spice cake, sugar ginger bread, coconut cake, almond cake, citron cake, pattie cake, lemon cake, marble cake, composition cake, lady's cake and silver cake.

"Those Yankees of 1866 really must have gone for pastries and cakes in a big way," Don comments.

One can't help wondering, though, just how the "bride's cake" differed from the "lady's cake."

"Dustbin Detectives" Get Publicity

Out in Los Angeles, the Food and Drug Service, Inc., has received some good publicity through a feature story in a recent issue of the Daily News. The organization is an independent, privately operated company offering sanitation inspection service to food processing firms.

"Dustbin detectives help to maintain clean food," the headline of the illustrated story read. It went on to tell of the rigid standards of sanitation that govern a bakery's operation and made a good public relations effort on behalf of the baking industry.

To those manufacturers who have consistently over a period of years maintained the highest sanitary standards, the service issues a seal of approval and places their names on an annual honor roll.

Baker Pays for "Humiliation"

Our correspondent in California, who quite often and quite naturally runs into some unusual things in that unusual state, reports that a baker's promise to deliver a cake is worth money, in terms of humiliation if the cake is late. A citizen of Burbank, Cal., recently sued a bakery for \$2,500 damages for "humiliation" caused when the baker delivered a cake to a wedding reception two hours late. A municipal judge ruled that the cake could not have been the cause of the plaintiff's embarrassment but that the attitude of the 300 guests brought about his humiliation. The judge cut the judgment down to \$50, which the bakery paid.

850 AT PENNSYLVANIA RETAIL BAKERS PICNIC

PITTSBURGH—A record number of 850 bakers and allied men and their families attended the annual picnic of the Retail Master Bakers Association of Western Pennsylvania held in June.

Peter Lapicki, Lapicki Bakery, was chairman and was assisted by Miss Margaret Habel and Mrs. Mary Bergman, Lapicki Bakery; Ray Yount, Ray Yount Co.; George Robertson, Armour & Co., and William J. Baker,



BIRTHDAY PRESENT—When John Garrow, vice president of Chapman & Smith Co., Melrose Park, Ill., walked into his office recently, he was welcomed with a very different kind of birthday greeting. The company salesmen, knowing Mr. Garrow's enthusiasm for successful selling, had conducted an all-out drive for extra orders. The total ran to more than \$75,000 in business over and above the normal, and these orders were piled on the desk alongside a giant birthday card. Mr. Garrow commented, "This is a wonderful day for me, but it's also a wonderful sign of the healthy state of today's baking industry. The bakers never had a better opportunity to develop extra business—and it's a combination of quality merchandise and good, hard, down-to-earth creative salesmanship that will do it."

Standard Brands, in cooking and serving a barbecue banquet.

William Giltenboth and Frank Andrews, Stover & Andrews, flour brokers, J. F. Sherry, Russell-Miller Milling Co., and William Marland, Standard Milling Co., took an active part in staging a program of sports.

OFFICERS RENAMED

DAVENPORT, IOWA—All officers and directors of Federal Bake Shops, Inc., were renamed at the annual meeting recently. They include P. M. Willis, president and general manager; Ardo W. Mitchell, vice president and treasurer; J. L. Rueve, vice president and secretary; J. E. Murphy, controller and assistant secretary-treasurer; Mr. Willis, Mr. Mitchell, Mr. Rueve, H. S. Lord, Charles Shuler, Jr., George D. Thompson, T. J. Walsh, C. D. Waterman and I. N. Lovejoy, all directors.

NEW BAKERY BUILDING

ANNA, ILL.—The Lewis Brothers Bakery is erecting a \$100,000 building west of Anna that will more than double its present floor space. The firm has been operating out of Anna for more than 25 years, serving 800 stores and 15 wholesale routes in 10 counties.

Baking Industry's Position in Civil Defense Stressed

CHICAGO—As emphasis increases in civil defense programs, the baking industry's responsibility in emergency feeding becomes more apparent, according to a special bulletin of the American Institute of Baking.

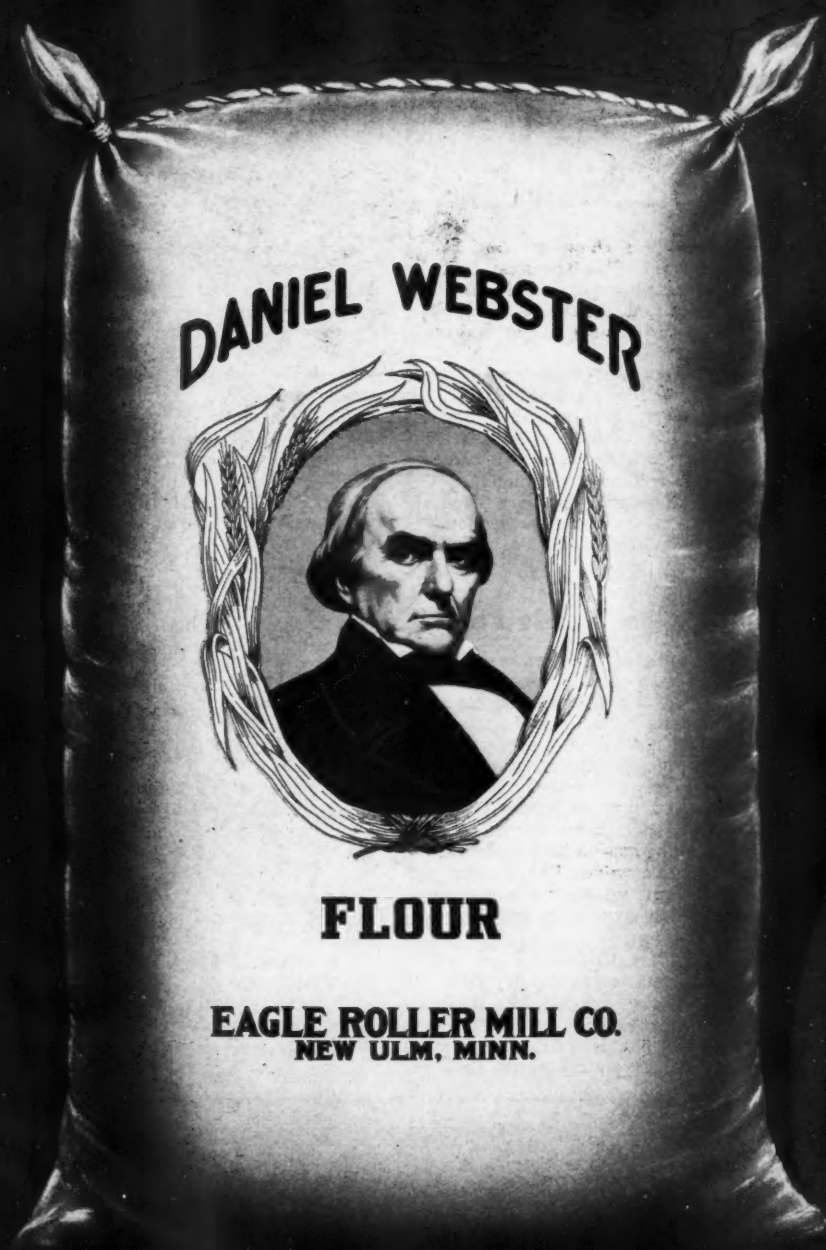
In New York City, the civil defense committee is recommending 1½ lb. enriched bread per person per day as the basis for a feeding program under severe emergency conditions which might exist for as long as one week. When additional food supplies are available, 1 lb. enriched bread per person per day, supplemented with about 400 calories from other sources, will be the recommended allowance.

It is understood that in the New York area, the civil defense committee has surveyed the production possibilities of various bakery units so that individual bakeries can be called upon to produce and distribute necessary bread should New York be subjected to attack.

As recommendations which have been made at a federal level filter down to state and local levels, it is assumed that more civil defense committees will undertake surveys similar to those which have been made in New York. In view of the importance which bread is taking in the recommended emergency rations, bakers may well contact their civil defense organizations and determine how they can best cooperate, the bulletin suggests.

NEW A-B PRODUCTS

ST. LOUIS—Paul Guignon, sales manager of the bakery products department of Anheuser-Busch, Inc., has announced the addition of two new products to the Anheuser-Busch line. Both products, baking powder and bakers cream, will carry the brand designation "A-B." The distribution of both products will be handled through the regular Anheuser-Busch branches, and are already available in most localities.



*Milled with infinite care and skill
from premium wheat. Outstanding among
the country's finest flours.*



Eagle ROLLER MILL COMPANY

Since 1856

NEW ULM, MINNESOTA



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

THE TOPS IN CEREALS—A statistical juggler estimates that this year a billion dollars is going into premiums designed to stimulate sales, mostly in the food field. A lot of this money will move into circulation via the box top route, particularly in breakfast cereals. And a great deal of it also will go into flour package teasers. But let us speak, for the moment, of what is tops in cereals, the food area that has been the most active spot on the premium map since the war.

For more than a quarter of a century the breakfast food industry has been using premiums. Early lures of this kind usually were small pictures of birds or movie favorites. Now the box top tantalizer is almost infinite in variety. A dime or a quarter—sometimes nothing at all—will bring to the young cereal-muncher materials for finger printing his neighborhood, developing his snapshots, performing feats of magic or setting up complete circuses or frontier villages of cardboard.

Behold the rings junior can get. One is called a "pirate's gold detector." Another can be used for signaling at night. An "explorer's ring" contains a compass and a sundial under a plastic dome.

And here are assorted samples of what else is available: Aviators' helmets, beanie caps, cowboy spurs, badges, bracelets, pedometers, putt-putt noise makers for bicycles, comic books, binoculars, sports pamphlets, money belts, false face cut-outs, kites, skipping ropes and plastic atom bombs.

The millions of dollars spent on premium promotion is charged to advertising. The kids don't pay for that. Their dimes and quarters, so the premium people say, do pay for the toys. Nearly every premium, insist those who should know, is self-liquidating. This means that the money that comes in with the box top just about covers the cost of the toy and its wrapping and mailing, plus a very small "temporary" profit which takes care of premiums that get lost or are broken before getting into junior's hands.

BREAD IN SHEETS—Instead of baking bread in loaves, the inhabitants of the Tigris-Euphrates valley usually make it into sheets about 40 inches wide and twice as long. They make almost as varied use of these sheets as the American once did of birch bark. If they need an awning for protection against sun or rain, they unwind a roll of bread and carry it back and forth over a pole several times, much as a camper puts up a dog tent, for if it has a coat of almond oil or tallow, the bread is fairly waterproof.

It is a comical sight to see a teamster or camel driver of the Levant travel placidly through a heavy shower with a couple of yards of bread sheeting thrown over his shoulders, and to see him tear off pieces here

and there and chew on them if he feels hungry. The bread is made of durum wheat flour mixed with the pulp of sultana raisins, which give it a sweet taste and a slight fragrance like honey.

The Arab uses his sheets of bread, which look like chamois leather, for a makeshift blanket, and it is said by travelers who have tried it that it keeps the heat in and the cold out almost as well as a real blanket.

Turkish country dwellers often use flat bread for windowpanes, and in the bazaars the vendors of merchandise

wind up pieces as a grocer does a paper cornucopia, and use them to hold large quantities of nuts, Turkish candies or squares of sugar. Of course, the purchaser eats the bag together with its contents. In the same shape the bread sheeting is used for holding the fruity drinks of the Bosphorus; but it will not stand hot liquids, even when coated with almond oil. Thanks to the raisin pulp, the bread is of remarkable elasticity and can be bent without cracking. It has actually been used for bookbinding! H.E.Z.

In Praise of the Business Press

Among many advertisers and agencies, too many in fact, one of the less understood and appreciated media is the business publication. In too many cases, it is considered a necessary evil, an addition to an advertising list that probably has to be made—for diplomatic, or support, or political reasons. Too often, it is not used for what it really is and has—a basic advertising strength and value. This seems particularly true among the larger agencies, although there are many exceptions.

That is tragic from every standpoint, for the facts do not justify the feeling. Business papers are basic information channels. Business men read them, write to them, depend on them for information about their in-

dustry. Successful businesses, after all, are built upon the experience, information, judgment, and action of businessmen. Sound information is essential to wise judgment and useful action.

If you wish some sharp documentation of the importance of business papers, consider the job they did in the last war and the esteem they earned in Washington for doing it. They helped gear America up to the highest productive point it had ever reached.

Once the job was over, one of America's production chiefs, Charles E. Wilson, had this to say: "... More and more of my hours of reading are devoted to the business press. I think this is true of businessmen

generally. . . . I remember that the business press created miracles of production during the war years by their efforts. I will ever be grateful for this."

Now, the business publications are mobilizing again, and it will be to their great credit that they are among the first to do so. A committee of editors of the Associated Business Publications has offered its services to Mr. Wilson, mobilization director. Even before doing so, many papers already had started converting their pages to the programs, purposes and needs of war preparedness.—Reginald Clough, in Tide Magazine.

Langendorf United Bakeries was among the firms recently cited by the Junior Achievement of San Francisco, Inc., for sponsoring "Junior Achievement Companies." A bronze certificate announced that the firm receiving it "provides leadership, advice and counsel for the learn-by-doing program of Junior Achievement; building in your youth—the workers, investors and managers of tomorrow—an understanding of the American free enterprise system."

A BRIDE'S BISCUIT—

From King's Lynn, England, comes the tale of a mariner who gave his sweetheart a ship's biscuit before he sailed away 120 years ago. It was to remind her at every meal of the poor diet aboard ship in those days. The girl eventually married him and made the biscuit a keepsake. It was handed down to her family as an heirloom. Now the biscuit has been presented to the local museum for exhibition.

TRI-STATE BAKERS ASSN. PLANS 1952 CONVENTION

NEW ORLEANS—Officers of the Tri-State Bakers Assn., together with the program chairman and key committeemen of the 1952 convention, met at the Jung Hotel, New Orleans, recently. William C. Bacher, Bacher Bros. Bakery, New Orleans, president, was in charge.

List of governors of the association for 1951-52 was presented by the president. J. Roy Smith, Smith's Bakery, Mobile, Ala., was reappointed program chairman for the 12th consecutive year. General plans and policies for the 1952 convention were discussed. Also submitted was a suggestion for affiliation of the Jackson (Miss.) Wholesale Bakers' Club with the Tri-State organization, and this was referred to the next meeting of all the officers with the governors.

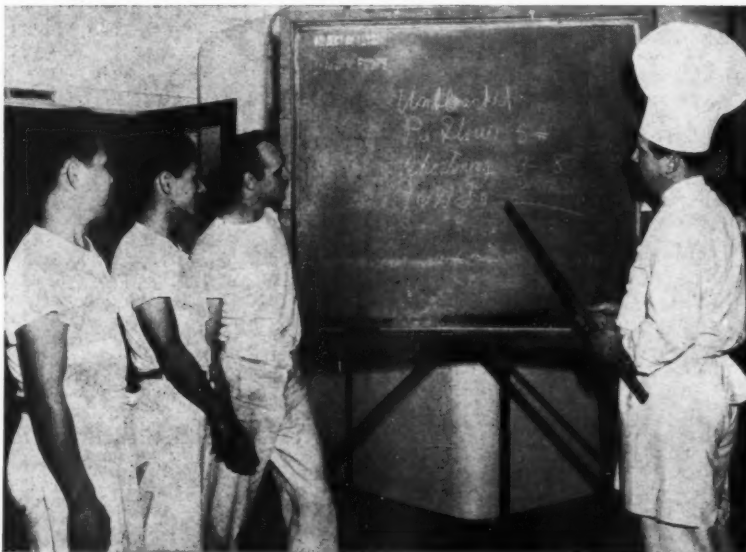
Offers of service by allied firms for the retailers' division session were referred to the retail division of the association, which was represented by Louis Schweizer, Schweizer's Blue Ribbon Bakery, Hattiesburg, Miss., its president.

The secretary-treasurer presented a tentative financial report on the convention. A complete report will be submitted at the board of governors' meeting.

Officers confirmed the time and place for the 18th annual convention, namely, April 20-22, with the Jung Hotel as headquarters.

VIRGINIA FIRM BUILDS

RICHMOND, VA.—The National Production Authority has approved a \$1,185,000 bakery and warehouse for Thalhimer Brothers' Department Store here. Work is proceeding on schedule, according to William B. Thalhimer, Jr., president and general manager of the firm.



STRESSES CAKE QUALITY—Novoru Muramaka and S. Okayama, Honolulu, and Phil Clukey, Bangor, Maine, look on while W. E. Broeg clears up a point following a recent lecture-demonstration at Dunwoody Baking School in Minneapolis. Sponsored by the International Milling Co., Mr. Broeg stressed the necessity of maintaining only the highest quality standards in order to compete favorably with other food manufacturers for the baker's rightful share of Mrs. Homemaker's food dollar. Mr. Broeg said, "Bakers who, faced with rising material cost, continue to decrease quality in order to maintain costs are certainly digging a grave for their business. A little cut here, a substitution there inevitably mean lowered quality and lowered quality means loss of business. Only by increasing quality, not by a decrease, can bakers even hope to maintain their already low proportionate share of the American food dollar."

Bread Price Rise Lags Behind Jump in Factory Wages

WASHINGTON—The increase in the price of a loaf of bread has lagged far behind the rise in consumer income, Charles F. Brannan, secretary of agriculture, pointed out to the House Agricultural Committee recently.

"Average returns from an hour of factory labor will buy about the same number of loaves of bread now as it would in 1949, one fourth more than it would in 1939, more than one half more loaves than in 1929, twice as many as in 1919 and 2½ times as many as in 1914," the secretary said in a statement to the committee.

"If we are going to consider average increases in food costs, it is only fair to consider also the average increases in ability to buy."

The American Bakers Assn., Chicago, suggests an additional fact that fits into the situation: since 1939 the enrichment program has significantly improved the nutritional value of bread.

—BREAD IS THE STAFF OF LIFE—

Poppy, Caraway Seeds in Baked Goods Demonstrated

NEW YORK—The American Spice Trade Association and the Netherlands Seed Society united recently in a demonstration of unusual and appetizing baked goods that starred Dutch poppy and caraway seeds.

The demonstration, held at the Netherlands Club, offered products that were developed from homemakers' recipes into commercial formulas. The guests were chain and independent bakers and restaurateurs, as well as food commentators of press, radio and television.

The methods for using the seeds, which have been developed by the association's home economist, permit them to be used as ingredients rather than toppings. Quick cooking for a few minutes has been found to soften them and release their flavor before they are added to the rest of the ingredients.

In the markets where flavor and variety are strong contributors to bakery business, the recipes, devel-

oped by Otto Buck of the Cake Masters and Fritz Swanson of the association are said to offer unusual possibilities.

Caraway was used in apple pie, pound cake, cheese bread, peach crescents, and poppy seed in Bohemian twists, doughnuts, bars, cheese kuchen.

Nearly all the poppy seed and caraway comes from the Netherlands, with light offerings from other parts of the world. Imports have already caught up with the prewar volume.

—BREAD IS THE STAFF OF LIFE—

LIQUID EGG PRODUCTION DECLINES DURING APRIL

WASHINGTON—Production of liquid egg during April totaled 78,498,000 lb., the Bureau of Agricultural Economics reports. This quantity was 30% less than the 112,561,000 lb. produced during April last year and 37% less than the 1945-49 average production of 124,309,000 lb. Egg drying operations were on a much smaller scale than a year ago while freezing operations during the month were on a larger scale.

Dried egg production during April totaled 2,027,000 lb., compared with 12,929,000 lb. during April last year. Production consisted of 1,268,000 lb. dried whole egg, 329,000 lb. dried albumen and 430,000 lb. dried yolk. Production for the first four months of this year totaled 7,710,000 lb., compared with 33,171,000 lb. during the same period last year.

The quantity of frozen egg produced during April totaled 70,126,000 lb., 9% more than last year's April production of 64,218,000 lb., but 14% less than the 1945-49 average production of 81,293,000 lb.

—BREAD IS THE STAFF OF LIFE—

BOWLING BAKERS

MILWAUKEE—The Rolls, captained by Ted Sobanski, won the title in the 12-team Milwaukee Bakers Bowling League for 1950-51 with a record of 58 wins and 32 losses. Ann Jochims was captain of the Rolls ladies team which won the championship of the Milwaukee Bakers Ladies Bowling League with 53 wins and 37 losses. This group elected Kathryn Druminski, Druminski Bakery, as president, and reelected Anna Schmidt, Schmidt's Bakery, as secretary-treasurer.

LA GRANGE FLOURS . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.



You can depend on
LA GRANGE FLOURS



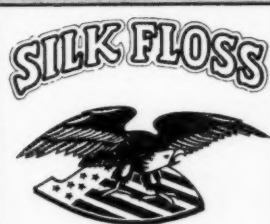
LA GRANGE MILLS RED WING MINNESOTA

"Diamond D" A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.
Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING

DOBRY'S BEST
and
BEST OF THE WEST
DOBRY FLOUR MILLS, Inc.
YUKON, OKLAHOMA

Bowersock Mills & Power Co.
LAWRENCE, KANSAS
ZEPHYR FLOUR
AS FINE A BAKING FLOUR AS A
BAKER CAN BUY AT ANY PRICE
Established 1874

QUALITY ABOVE ALL ELSE



BREAD AND CAKE FLOURS



Finest Short Patent

THE KANSAS MILLING CO.
WICHITA, KANSAS



Leaders for many years in bakery flour production. **SILK FLOSS** and **SANTA FE TRAIL** accept the responsibility of such leadership. That's why these famous brands are milled from premium wheats of outstanding baking characteristics. That's why their baking performance is so dependable all the time.

CAPACITY
10,000 CWTs.
STORAGE
4,500,000 BU.

SINCE
1894



DEPT. N

IN MENTE'S LINE!

We specialize in strong, well-made bags designed to stand up proudly under all conditions. Sturdy fabrics, stout stitching—and sixty-six years of expert know-how in making quality bags.

MENTE & CO., INC.

ISAAC T. RHEA, Pres.

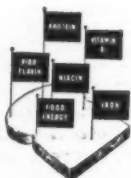
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WESTERN STAR KANSAS STAR GOLDEN CREST

★ ★ ★

Finer, better bread requires a premium quality flour . . . a flour like these Star brands, made from selected wheats with expert craftsmanship.



The WESTERN STAR MILL CO.
SALINA, KANSAS

Questions and Answers

A SERVICE FOR BAKERS

Conducted by

Adrian J. Vander Voort

Technical Editor of The American Baker

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and head of the School of Baking, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota.

Cake Icing

I have successfully used formulas appearing in The American Baker and would be grateful for formulas for soft white icing for wedding cakes and for cherry coconut squares with a sweet paste base made in bun pans.—Mrs. E. W., Ont.

I am sending two recipes for making icings for decorated wedding cakes and a formula for cherry coconut squares. If this is not what you have in mind, send a sample square so that we can try to duplicate.

WHITE ICING

Beat together until stiff:

10 lb. 4X sugar
1 lb. glucose
1 pt. whites
1 pt. water
Pinch of salt
Vanilla

This icing may be used with all types of fruits, jams and nuts. It takes colors very nicely, and by using less water it can be used for decorating purposes.

CREAM ICING

2½ lb. shortening (emulsifying type)
1 oz. salt
10 oz. milk powder
1 lb. 12 oz. water
1 oz. vanilla
10 lb. powdered sugar

Place the shortening, salt and milk powder in machine bowl. Put the flavor in the water and then add this slowly to the shortening while it is being whipped. After the water is well incorporated, add the powdered sugar, which has been sifted. Continue to whip until the icing is light. Then it is ready for use. Keep icing covered with a damp cloth when not in use.

Note: The addition of a pound of flour to the formula will give a smoother icing which will stand up better during the warm weather. The flour is whipped with the shortening at the start.

The preceding formula can be made up in a quantity.

CHERRY COCONUT SQUARES

Make a short paste dough as follows:

Cream together:
1 lb. granulated sugar
1 lb. shortening
1 lb. butter
¾ oz. salt

Add:

4 oz. corn syrup

Then add:

5 oz. whole eggs
Vanilla to suit

Sieve and add:

3 lb. pastry flour

Roll the dough out to about 3/16 in. thickness and cover the bottom and sides of an 18x26 in. bun pan.

Then place desired amount of cherry filling on top and sprinkle macaroon coconut on top of this. Bake at about 340-350° F. When baked and cooled cut into bars of desired size.

CHERRY FILLING

Drain the juice from one No. 10 can of cherries. Add enough water to make one quart of liquid.

Place this on the fire to boil with:

1 lb. granulated sugar

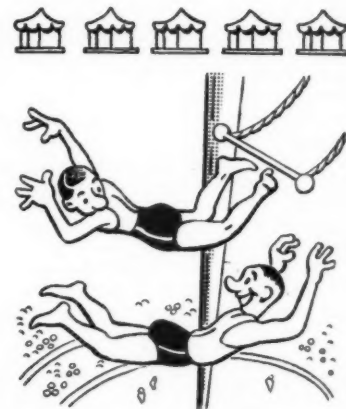
Then mix together:

1 lb. granulated sugar

½ oz. salt

3½ to 4 oz. corn starch.

When the juice begins to boil, stir the sugar and starch mixture in slowly and keep stirring until the juice clears and thickens. Remove from the fire and add the drained cherries. Stir in carefully.



Seen the new rooms? . . .
at THE SHERMAN

Chicago's personality
hotel . . . now
brilliantly
restyled

Make the Sherman your hotel in Chicago:
• New rooms, dramatically designed.
• Fascinating restaurants, including the beautiful new College Inn Porterhouse, famous Wall of the Sea.
• Handy-to-everything location.
• Garage in hotel.

HOTEL SHERMAN
Randolph and Clark Streets
CHICAGO

Frank W. Bering, Board Chairman
James A. Hart, President
Pat Hoy, V.P. and Gen'l Mgr.



SBA Production Session, Annual Meeting Scheduled

ATLANTA, GA.—Atlanta has been selected as the site of two major events of the Southern Bakers Assn.—the production conference this fall and the 1952 convention. Both will be held at the Biltmore Hotel.

Dates for the production conference, for which Wallace K. Swanson, Columbia Baking Co., Atlanta, and J. M. Albright, American Bakeries Co., Atlanta, are co-chairmen, are Sept. 16-18.

John Wolf, Wolf Bakery, Inc., Baton Rouge, La., association president, has announced that after a poll of members Atlanta was selected for the 38th annual convention which will be held May 1-3, 1952. Members with ideas for the convention were urged by E. P. Cline, association secretary, to submit them.

One of the features of the production conference will be an open forum on Office of Price Regulations in which regional OPS officials will participate. Suggested questions to be asked at the forum, or at any of the production sessions, should be mailed to the association headquarters.

Registration for the conference opens Sept. 16 at 1 p.m. with a \$4 registration fee. Tickets for the Sept. 17 banquet are \$5 each.

"Because of crowded conditions in all Atlanta hotels it will be necessary to share accommodations," according to an association statement. "Reservation forms indicating choice of hotel, preference in roommates and other required information will be available at an early date. The hotels committee will do its best to make everyone comfortable."

The association also announced that Mr. Wolf will request that room entertainment and private parties be carefully scheduled not to conflict with the business sessions and banquet.

College President to Report

Among the events scheduled for the morning of Sept. 17 are a report by Dr. Doak S. Campbell, president of Florida State University, Tallahassee, and the OPS panel, consisting of W. C. Hurt, Colonial Stores, Inc., Atlanta, chairman; D. F. Hampson, American Bakeries Co., Atlanta; J. O. Shuford, Columbia Baking Co., Atlanta, and John C. MacAlpine, Jr., John C. MacAlpine & Son, Philadelphia.

Reports scheduled for the afternoon of Sept. 17 include: New Crop Flours and Their Reactions, Rowland Clark, the W. E. Long Co., Chicago; Controllable Cost Factors Affecting Bread Quality, Charles E. Riley, the Brolite Co., Chicago; New Type Molders, Orville Pettit, C. J. Patterson Co., Kansas City; Cake Formula Balance, Arthur C. Hackett, Drake Bakeries, Brooklyn; Cake Faults and Cures, Ray Thelen, Standard Brands, Inc., New York.

Cake Variety Panel

Discussions scheduled for the morning session Sept. 18 include Production and Sales as a Team, E. H. Goldsmith, Bakers Associates, Inc., Chicago; Retail-Wholesale Cake Varieties, Arthur Forsman, Red Star Yeast & Products Co., Milwaukee; E. M. Voorhees, the Borden Co., New York, and Oscar Magee, American Molasses Co., New York; Varieties and Production of Variety Breads, J. E. Mapes,

ST. LOUIS — The newly formed Greater St. Louis Bakery Production Club recently took issue with the St. Louis Dental Society over the caricature shown at the right. The figure is described as a thief who robs children of healthy teeth. Bakery products make up the major portion of food proscribed by the dental group.

The text of the letter to the dental society follows: St. Louis Dental Society Syndicate Trust Building 915 Olive Street St. Louis, Mo. Attention: Council on Dental Health Gentlemen:

"Your recent publication 'Wanted for Stealing' portraying the character 'Sugar Bowl Pete' which suggests that the public abstain from eating baked goods, etc., and advocates the greater consumption of milk and fresh fruits, was discussed at a general meeting of the Greater St. Louis Bakery Production Club.

"Those who attended this meeting were representatives from the various baking industries and allied trades operating in and near St. Louis. This organization meets to discuss better ways and means of producing high standard of quality bakery goods under the most sanitary conditions possible. This group feels very strongly that your above mentioned publication is misleading and leads the public to believe that the consumption of bakery goods seriously impairs their general health—and even their lives.

"The baking business in this

WANTED FOR STEALING



SUGAR BOWL PETE

DESCRIPTION

Hat: white bread
Eye brows: chewing gum
Eyes: gum drops
Nose: cake
Ears: cookies
Mustache: pie
Cigar: candy stick
Scarf ring: doughnut
Guns: soda pop guns

Who is "Sugar Bowl" Pete? Did you ever see his face before? Look carefully . . . the things you see in his picture rob you of beautiful, healthy teeth. They are thieves. They kill your smile . . . destroy your teeth . . . steal your health. Don't let "Sugar Bowl" Pete do that to you. Stay healthy and strong with these "good guys" . . .



The MILK KID, and his pard'ners . . . Johnny FRESH FRUIT and Bill MILK. They'll help you capture "Sugar Bowl" Pete.

Anheuser-Busch, Inc., New York, William E. Doty, California Raisin Advisory Board, Fresno, and Ralph Herman, General Mills, Inc., Buffalo.

Closing the conference will be these discussions on the afternoon of Sept. 18: Bread Standards, Victor E. Marx, American Society of Bakery Engineers, Chicago; Outline of Baking School Activities, Dr. L. A. Rumsey, Florida State University; Wholesale-Retail Sweet Goods, Paul Busse, Anheuser-Busch, Inc., Chicago, and Charles H. Barthel, National Yeast Corp., Chicago; Plant and Equipment Maintenance, Charles Steiger, the J. H. Day Co., Cincinnati, and Your Industry and Mine, unassigned.

CHICAGO COURTESY CLUB SCHEDULES GOLF OUTING

CHICAGO—A golf outing for the Bakers Courtesy Club of Chicago is set for August 7 at the Rolling Green Country Club, Rand Road, Arlington Heights, Ill.

The day's program will consist of a special blind bogey with the tee-off before 10 a.m.; a luncheon; regular golf and horseshoes in the afternoon; and a dinner at 7 p.m. Prizes will be donated by the allied tradesmen.

Secretary of the club is Henry G. Mergener, W. E. Long Co., 188 W. Randolph St., Chicago 1, Ill.

RICHARD BRUNNENKANT NAMED BY INTERSTATE

LOS ANGELES—Richard Brunnenkant has been appointed assistant advertising manager of Interstate Bakeries Corp., it was announced here by R. L. Nafziger, president. At ad-

vertising headquarters here, Mr. Brunnenkant will coordinate advertising campaigns for Weber bread, Log Cabin bread, and Dolly Madison cakes, under the direction of Vee M. Bear.

Mr. Brunnenkant is a graduate of the University of California. He came to Interstate from the Pacific Outdoor Advertising Co. During the last war he served as a lieutenant in the naval air transport service.

—BREAD IS THE STAFF OF LIFE—

33 BAKING COMPANIES JOIN ABA IN 6 MONTHS

CHICAGO — Thirty-three bakers joined the American Bakers Assn. in the first six months of 1951, the largest total of new members recorded in a comparable six-month period for many years, Harold F. Fiedler, ABA secretary, reports.

A total of 27 new firms became members of the ABA in all of 1950. During June, 1951, the following joined the association:

Roselyn Bakeries, Indianapolis; Tyler (Texas) Baking Co., and the Marshwood Co., Oconomowoc, Wis.

—BREAD IS THE STAFF OF LIFE—

FIRM'S EXECUTIVES BUY BASIC FOODS SALES CORP.

UNION CITY, N.J.—The Basic Foods Sales Corp., manufacturer of "Frost-O-Fast" icing bases and machines, has been purchased by the two principal executives and Gerard Weinstock, the new president of the company, from Mrs. Curt Michaelis, the widow of the founder.

The other purchasers are Kurt Preuss, presently general manager,

country today amounts to close to \$5 billion annually, ranking very high among the industries. Doesn't it seem, then, if baked goods were as detrimental as your article would have the public believe, that the federal government would have compelled this industry to curtail production of its goods long ago?

"In March of this year the baking industry celebrated the 10th anniversary of the bread enrichment program. Eminent medical men such as Elmer L. Henderson, M.D., president of the American Medical Assn., and others gave testimonies that the American people are enjoying more buoyant health and increased mental and physical vigor directly due to the enrichment of bread with essential vitamins and minerals. (Then follows a quote from Dr. Henderson's testimony which appeared in the May edition of Woman's Home Companion, March 31 issue of Saturday Evening Post, April issue of Ladies Home Journal and April 10 issue of Look Magazine.)

"The film, 'The Modern Miracle,' heralding the tenth anniversary of the bread enrichment program has been televised on ABC over its coast-to-coast network reaching approximately 15 million families.

"Doesn't it seem to you that the above is sufficient evidence that the bakers of America are sincere in their efforts to contribute to the betterment of the public health? We sincerely hope that your organization will refrain from publishing articles of this kind in the future."

who has been associated with Basic Foods for over 14 years, and Bernard Lefcourt, who has been in charge of production ever since the firm's icing bases were introduced in 1934. In addition to his current duties, Mr. Preuss assumes the position of executive vice president in charge of sales, with the entire sales organization remaining intact.

Mr. Lefcourt assumes the position of vice president in charge of production, and he will direct all research, product development and product control.

—BREAD IS THE STAFF OF LIFE—

TO CLINTON FOODS BOARD

CLINTON, IOWA—Roscoe C. Wagner, vice president in charge of operations at the corn processing division of Clinton Foods, Inc., has been elected to the board of directors and named president of the division. Earl Millard, president of the American Partition Corp., a Clinton subsidiary, was also named to the board.

—BREAD IS THE STAFF OF LIFE—

CHICAGO METALLIC FIRM NAMES REPRESENTATIVE

CHICAGO—The Chicago Metallic Mfg. Co. has announced the appointment of the Vincent-Buford Co., 1807 E. Olympic Blvd., Los Angeles 21, Cal., as its new representative.

The Vincent-Buford Co. is composed of Melvin F. Vincent and Mark Buford, and will represent Chicago Metallic in Los Angeles, San Diego, Las Vegas, Phoenix, Tucson and other cities in the surrounding area.

D. M. Corley, who has been Chicago Metallic's representative on the West Coast, will concentrate on the territory north of Bakersfield, Cal.

W. E. Long Retires as Head of Bakery Service Firm



AT W. E. LONG CONFERENCE—Delegates to the General Managers Conference held by the W. E. Long Co. in Chicago's Edgewater Beach Hotel recently are shown in the illustration above. The annual conference was climaxed by the announcement that W. E. Long, seated in the front on the rostrum at the right, was retiring from active participation in the company. Next to

Mr. Long is Edward Van Poolen, chief of the engineering division; at his right is William L. Goodman, Jr., vice president and director of advertising for the company. In the rear is Rowland J. Clark, director of laboratory and products control. Mr. Long was named honorary chairman of the board for life by the W. E. Long Co. board of directors.

CHICAGO—W. E. Long, founder of the W. E. Long Co., bakery service organization, has announced his retirement from active participation in the affairs of the company and his resignation from the position of chairman of the board of directors.

The announcement came as a finale to the closing session of the Long Co. General Managers' Conference at the Edgewater Beach Hotel here recently.

Mr. Long organized the company which bears this name 51 years ago to provide management counsel and advertising service exclusively for the baking industry, it was pointed out.

The firm's service now includes products control and production service, accounting and cost control, material and equipment, engineering, advertising and sales promotion. In 1949 he sold his interest in the organization to six of his associates who had helped him build the firm to its present position of leadership.

In making the announcement of his retirement, Mr. Long honored the men of the baking industry for the great strides of progress the industry has made. He said that it had "been a privilege to work with the bakers and to have a small part in working for that progress."

E. E. Hanson, executive vice presi-

dent of the Long Co., paid tribute to the part Mr. Long has played in the development of the baking industry and expressed the high regard of the personnel of the company for Mr. Long's leadership. In his statement, Mr. Hanson said that the board of directors, in a meeting called to consider Mr. Long's resignation, voted to name him honorary chairman of the board for life.

Following Mr. Long's announcement of retirement, Gerard Williams, president of the Williams Baking Co., Scranton, Pa., spoke on behalf of the more than 100 independent bakers assembled in the meeting in paying tribute to Mr. Long.

Bakers of New England Elect Dana R. Arnold New President

POLAND SPRING, MAINE—Dana R. Arnold, Lonsdale Bakery, Inc., Saylesville, R. I., was elected president of the New England Bakers Assn. at the annual meeting of the group here June 9-12. Fred G. Stritzinger, Continental Baking Co., Boston, was named vice president.

Karl E. Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn., a principal speaker at the convention, emphasized the size and importance of the baking industry in the national economy.

He reported that bakeries employ 315,000 persons with a payroll of more than \$800,000,000 in 27,000 establishments, operate more than 60,000 vehicles and do a yearly business volume of \$4 billion.

Mr. Baur also pointed to the industry's importance in such matters as taxes, purchases from farmers and the nation's health. He cited the high calibre of personnel in the industry, commenting that "to be a good baker a man must first be a good citizen."

The ABA president urged bakers to take an active interest in the American Institute of Baking and to support the Bakers of American Program, with an aim "to increase the consumption of and the appreciation for commercially baked foods and to increase the respect for the baker and his products."

Mr. Baur charted this path for the industry:

"Let us advance a concept that our major problem is to increase the total consumption of commercially baked goods in competition with other foods—a concept that we will make grow and succeed, not by fighting one another to secure a larger share of a stable or shrinking market, but by cooperating as a group to fight the inroads of competitive foods and to endeavor to enlarge the total demand for baked goods."

Mr. Baur was preceded on the program by an "Accent on Youth" panel, composed of Chester E. Borck,

moderator, Borck & Stevens, Inc., Bridgeport, Conn.; Roger F. Cote, Cote Bros., Inc., Manchester, N. H.; Edgar A. Genest, Genest Bros., Inc., Manchester, N. H.; William A. Hefler, Jr., White House Bakeries, Inc., Boston; John R. Nissen, John J. Nissen Baking Co., Worcester, Mass. and Charles T. Tagman, Tagman's Bakery, Worcester, Mass.

Senator Charles W. Tobey (R., N.H.) a member of the Senate crime investigating committee, reported on experiences of that group during its recent hearings.

Ellis C. Baum, Continental Baking Co., was in charge of the entertainment program.

Golf trophy winners were: Duncan D. Anderson, F. N. Calderwood, Inc., Portland, Maine; Charles H. Nicoll, Needham, Mass.; Chester E. Borck, Borck & Stevens, Inc., Bridgeport,

Montana Master Bakers Assn. Elects Al Herzog President

BUTTE, MONT.—Al Herzog, Dutch Girl Bakery, Butte, was elected president of the Montana Master Bakers Assn. at the recent convention of the group here, succeeding William Bertsche, Sally Ann Baking Co., Great Falls.

Harold Hagen, Sunny Maid Bakery, Missoula, was named vice president succeeding Mr. Herzog, and Al Stepanzoff, Bon Ton Bakery, Missoula, succeeds Joseph McVey, Eddy Bakeries, Inc., Helena, as secretary-treasurer.

The meeting opened with a business

session featured by a discussion on the "Baker's Contribution to Better Health," by W. C. Kahle, Merck & Co., followed with a discussion of package merchandising by G. Keith Bogert and by Ray H. Gohde, Red Star Yeast & Products Co., who described modern bakeshop methods. A display of bread from all over the U.S. was staged by Standard Brands, Inc.

The association will hold its next convention in Missoula, with the dates to be announced later.

Conn.; Harvey J. Bernier, Bernier's Bakery, Rochester, N. H., and Mrs. Daniel H. Treanor, Portland, Maine.

Another program highlight was the ladies' hat parade. This brought out millinery talent of a startling nature, and the prizes went to Mrs. Willis G. Butterworth (Jos. Middleby Jr., Inc., Boston); Mrs. Carl R. Fessler (Bay State Milling Co., Boston), and Mrs. Philippe J. Couture (Maine Baking Co., Lewiston, Maine).

Members of the convention committee for the 30th annual meeting included Mr. Arnold, general chairman, Mr. Stritzinger, Henry A. Farrell, Elwyn B. Clancy, Herbert J. Schinkel, Paul W. Mulvanity, W. H. B. Brown and Mrs. A. E. Laprise.

Because of the New England bakery labor disputes, Mr. Arnold, the newly elected president, and Robert Sullivan, executive secretary, were unable to attend the convention. Retiring president is A. E. Laprise, Ye Olde Towne Bake Shoppe, Newtonville, Mass.

—BREAD IS THE STAFF OF LIFE—

58 AIB Students in "International Class" Graduate

CHICAGO — Fifty-eight students were graduated from the American Institute of Baking July 6 and received their certificates from Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., president and chairman of the AIB board.

The class represented the widest geographical area of any class in the institute's history, with students, as reported by Howard O. Hunter, executive vice president, from Maine to California, from Montana to Alabama and from Alaska to India.

Carl P. Schmidt, Schmidt Baking Co., Inc., Baltimore, president of Potomac States Bakers Assn., gave a challenging commencement address in which he emphasized that the bread business belongs only to the baker who "is on the job." According to Mr. Schmidt there are three factors which build and hold acceptance for a brand—uniform bread, good quality and perfect packaging and merchandising.

Citing a recent survey on bread acceptance, Mr. Schmidt said that 57% of the interviewed homemakers buy white bread because it is convenient and sliced; 24% because of habit, and only 5% buy white bread because they think it is a good food which their families should eat. "When you are in a business like that, it does not belong to you," he said.

On the other hand, Mr. Schmidt stated that the specialty bread business does belong to the baker because buyers will make an effort to shop at the bakery or store carrying their preferred variety breads.

"Research in the Baking Industry" was the subject of a talk by Dr. William B. Bradley, AIB scientific director. Speaking on the place held by the students in an over-all research program in the baking industry, he said, "the bakery production men have conducted much of the practical research done within the industry. They are responsible directly or indirectly for much of the developmental work that has resulted in our present day mass production of baked foods. You men now reentering the baking industry will be expected to carry on this tradition."

Representing the students, C. Harvey Lebo, class president, and C. O. Skelton, Jr., secretary-treasurer,

thanked the members of the faculty for help and interest. Maj. H. A. Johnston of the Quartermaster Corps presented the class gift to William Walmsley, principal emeritus of the school.

Victor E. Marx, chairman of the board of trustees of the C. B. Morrison Memorial Fund, presented the award to James Ralph Lauderdale, Jr., of Oklahoma City. The award, consisting of a set of books on baking and allied subjects, is presented to one member of each class picked by the school faculty on the basis of progress made during the course.

—BREAD IS THE STAFF OF LIFE—

BAKERS SCHEDULE PICNIC

MINNEAPOLIS—Bakers of the Twin Cities will hold their annual baker-allied picnics July 18. The Associated Bakers of St. Paul will meet at Thompson Park, St. Paul, with the Associated Bakers of Minneapolis choosing Vasa Park, Lake Minnetonka, as its picnic site.

—BREAD IS THE STAFF OF LIFE—

ERNEST W. REID HEADS CORN PRODUCTS REFINING

NEW YORK—Dr. Ernest W. Reid has been elected president of the Corn Products Refining Co., succeeding Morris Sayre who has been elected vice chairman of the board. Howard G. Wascher, who is retiring as executive vice president, has been elected chairman of the executive committee.

Dr. Reid has been vice president in charge of the chemical and research division since joining the company in 1943 and was elected a director in 1947. Before his association with the firm, he was deputy director general of operations at the War Production Board. He was also a member of the Council of National Defense, chief of the chemical branch of the Office of Production Management and director of the chemical division of the War Production Board. Dr. Reid is a midwesterner and owns and operates farm properties in the state of Kansas.

Morris Sayre started with the company in 1908 and was elected president in 1945. Prior to his election, he was executive vice president of the company and manager of the company's largest plant at Argo, Ill. He was president of the National Association of Manufacturers in 1948 and is chairman of the Greater New York Citizens Committee for the Hoover Commission.

Howard Wascher started with the company in 1908 and after service in the domestic field and extensive foreign experience, he was made a director of the company in 1940. Four years later he was elected vice president in charge of foreign operations and in 1947 was named executive vice president.

Alwin H. Praeger Named

NEW YORK—Alwin H. Praeger has been elected a vice president of the Corn Products Refining Co. by the board of directors of that organization. With the exception of a two year period with the Navy in World War I, Mr. Praeger has been with the company since 1910. He has been in its purchasing department since 1916, and in 1943 was made director of purchases.

—BREAD IS THE STAFF OF LIFE—

BAKERS PLAN PICNIC

LOS ANGELES—The annual picnic of the local chapter of the American Society of Bakery Engineers will be Aug. 18 at Brookside Park in Pasadena. Twenty-seven committee members are at work on plans.

Leaders in Industry and Science Mark Enrichment's Anniversary

NEW YORK—Representatives of the milling and baking industries gathered with scientists and educators here recently to commemorate the 10th anniversary of enrichment.

At a luncheon in the Hotel Pierre, attended by leaders in the enrichment program, with nutritionists and representatives of the press, radio and television as guests, the progress of the enrichment program was reviewed. Albert R. Fleischmann, vice president and general sales manager, Standard Brands, Inc., New York, and Dr. James McGrath, assistant deputy minister of public health, province of Newfoundland, Canada, were the principal speakers.

Harking back to 1941, when the enrichment of white bread and flour was announced at a Washington nutrition conference, Mr. Fleischmann told of a newspaper advertisement which pledged "the will and the resources of the bakers and millers of America" to the enrichment program.

"At the time the pledge was made," Mr. Fleischmann said, "an objective outsider might well have thought that it promised a little too much—or that it covered a little too much territory. But in the light of the findings of the Newfoundland experiment, and in view of the statement of the president of the American Medical Assn. that enrichment is one of the most significant contributions to better health in our generation—I do not believe so. I believe that pledge stands up as a sincere and accurate forecast of the fine job the baking and milling industries have done for the American people."

"However, it is not my purpose to try to re-tell the story of the co-operation between science and industry in the development of the enrichment program. For that is a story that is well known to the entire world. I would like only to point



A. R. Fleischmann

out that without the successful research leading to the isolation and synthesis of vitamins, the very idea of enrichment would have been impossible. And that without the voluntary cooperation of the bakers and millers of America, the application of that idea to practical production would have been equally impossible."

Enriched flour helps improve public health in large part because the people who need good food values most refuse to eat whole meal bread, declared Dr. McGrath.

Tuberculosis, infant mortality and stillbirths are universally recognized as being vitally affected by the nutritional status of the community, the speaker said.

"All three have improved beyond all ordinary expectations since the

inception of the enrichment program. Tuberculosis has been reduced over 50%, as also has infant mortality, and stillbirths have come down by 25%. I am convinced that these results were in appreciable part due to the enrichment program."

Dr. McGrath said one disease, beriberi, formerly a serious health problem in Newfoundland, has been completely wiped out, "solely as a result of the policy of artificial enrichment of white flour with added vitamins."

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DUNWOODY COMPLETES TERM

MINNEAPOLIS—The Dunwoody Baking School, Minneapolis, completed its year's work June 15. Following a seven weeks' vacation, the school will re-open Aug. 6, for the 1951-52 school year. For the first time in several years, the baking school will be accepting enrollments on a current basis at the start of the new school year. During the past year 246 students attended the baking school, coming from 31 states, Canada, Bermuda and Hawaii. In the Evening School, 168 students attended, coming from the Twin Cities and surrounding area.

—BREAD IS THE STAFF OF LIFE—

CONNECTICUT BAKERS HOLD SUMMER OUTING

WALLINGFORD, CONN.—The Connecticut Bakers Assn. held its annual summer outing at Gretna Park here recently, with L. A. Steves, Viking Baking Co., West Hartford, president of the association, as general chairman.

Approximately 180 were on hand for the affair. The first held by the association since 1942, it attracted representatives from almost every county in the state.

Entertainment and refreshment at the outing was contributed by the local division of the Allied Trades of the Baking Industry. In addition to softball and golf, races and horse-shoe pitching contests were held, along with special events for the ladies attending the picnic.

The day's outing was purely recreational, with no business sessions scheduled. Highlight of the fun-fest was a soft ball game between the bakers and allied tradesmen, which the bakers won rather handily although no one seemed certain of the exact score. A small group of association members played golf at the nearby Wallingford Country Club.

The fall convention of the CBA has been scheduled for the Barnum Hotel, Bridgeport, Conn., Oct. 23. Arrangements are now being made for the meeting.

—BREAD IS THE STAFF OF LIFE—

DR. ERNEST W. REID NAMED FOR CITATION

NEW YORK—Dr. Ernest W. Reid, president of the Corn Products Refining Co., has been chosen by the American Section of the Society of Chemical Industry to receive the Chemical Industry Medal for 1951.

It will be presented formally to him following a dinner in his honor in the Waldorf Astoria Hotel Nov. 2. The medal is awarded annually in recognition of conspicuous services to applied chemistry.



WISCONSIN SESSION—Shown above discussing plans for the June meeting of the Wisconsin Production Men's Club, held in Appleton, are, seated, left to right, Jack W. Tesch, Oswald Jaeger Baking Co., Milwaukee, president of the production club, and Fred Laufenburg, Milwaukee, secretary of the Wisconsin Bakers Assn., Inc.; standing, left to right, Edward Pfefferle, Elm Tree Baking Co., Appleton, co-chairman of the Appleton session; Norvel Buros, Erickson Baking Co., La Crosse, member of the club executive committee, and Jack Pfeiffer, Kappus Baking Co., Racine, first vice president of the club.

MOSTLY PERSONAL



Keith D. Tovey

JOINS AIB—Another former U.S. Food and Drug Administration official, Keith D. Tovey of Chicago, recently joined the staff of the department of bakery sanitation and safety of the American Institute of Baking. The department's sanitation inspection training program now has five former FDA officials. At the University of Idaho and at North Carolina State College Mr. Tovey devoted much of his study to soil technology, with emphasis on grains and grain crops. He has had a total of nine years of active inspection service.

The Bib Club, social and fraternal organization of bakers and allied tradesmen, in the Minneapolis area, held its annual fishing party at Mille Lacs, Minnesota, June 23-24. Attending were A. J. Vander Voort, Dunwoody Baking School; L. C. Bolvig, Procter & Gamble; Dick Schoep, Choice Foods, Inc.; William Booth, National Tea Co.; Fred Carlson, Paramount Pies; Bert Jassoy, Regan Bros. Bakery; Tom Williams, Red Owl Food Stores; J. M. Felst, Standard Brands, Inc.; J. J. Petersen, Bear Stewart Co.; John Schuster, Emrich Baking Co.; Bob Martin, Martin Brokerage; Ray H. Gohde, Red Star Yeast & Products Co., and E. D. White, Russell-Miller Milling Co.

A. J. Vander Voort, head of the School of Baking at Dunwoody Industrial Institute, Minneapolis, is on a vacation trip to Quebec, accompanied by Mrs. Vander Voort and their daughter, Mrs. Darlene Long. Mrs. Long will rejoin her husband at Sherbrook, Que.

Francis M. Bain, vice president of the Campbell-Sell Baking Co., Denver, and a member of the Denver Lions Club since 1937, was recently elected president of the organization.

A talk on the use of essential oils and flavors in bakery products was given by Dr. Arthur H. Downey before a meeting of the Southern Cookie Manufacturers Assn. June 26 at the Tutwiler Hotel in Birmingham, Ala.

Dr. Downey is director of research and technology and assistant vice president of Magnus, Mabee & Raynard, Inc., New York.

George F. Reeves, former chief of the food control section of the St. Louis health department, has been engaged by St. Louis bakers' organizations as a sanitation consultant. Herbert G. Warner, president of the St. Louis Master Bakers Assn., says that Mr. Reeves will advise and work with members of the association in solving sanitation problems and setting up improved sanitation programs.

Claude Stratton, bakery sales service department, Pillsbury Mills, Inc., Minneapolis, was a recent visitor at the mill's New York offices.

Robert S. Coons, assistant secretary-treasurer of Interstate Bakeries Corp., Kansas City, Mo., will be a member of a discussion panel considering the subject of "Supplementary Costs of Labor," recently before the 32nd annual international cost conference of the National Association of Cost Accountants, in Chicago.

John A. Revord, Sterwin Chemicals, Inc., Morton Grove, Ill., spoke on enrichment methods as practiced by bakers and millers before the recent convention of the Michigan Millers Assn., Mackinac Island. He stated that most bakers preferred to enrich their own flour because of the fact that the control officials hold the baker responsible for his products being enriched.

Charles J. Regan of Interstate Bakeries Corp., president of the Bakers Club of Chicago, was pleasantly surprised at a luncheon June 25. Representing Gov. Allan Shivers of Texas, J. Bob Roberts of the Traders Oil Mill Co., Ft. Worth, presented Mr. Regan with a certificate commissioning him an "Honorary Texan." Mr. Roberts then "crowned" Mr. Regan

FOUNDER OF SOUTHWEST BAKING FIRM SUCCEDES

KANSAS CITY, KANSAS—George Rushton, founder of the Rushton Bakeries in Kansas City, Omaha and Wichita, died June 30 at his home in Kansas City, Kansas, at the age of 90. Mr. Rushton was active in the baking business until 1946 when the Kansas City plant was sold to the C. J. Patterson Co. The Omaha property was disposed of several years prior to that time, and the Wichita unit is owned and operated now by a son, Frank Rushton.

A native of Manchester, England, George Rushton came to Kansas City in 1883. He established a small retail bakery in 1888 in Rosedale, Kansas, now a part of Kansas City, Kansas. In the 1890's he built the first unit of what later became one of the largest wholesale baking businesses in Kansas City.

Mr. Rushton was an active business and civic leader most of his life. He was a Mason for more than 50 years. Survivors, in addition to Frank Rushton, include his widow, Mrs. Jane Seymour Rushton, two other sons, George



PROMOTED—W. H. van Mastrigt, president of U.S. Slicing Machine Co., La Porte, Ind., has announced the promotion of K. L. Zimmerman from vice president and assistant to the president to executive vice president. Mr. Zimmerman became associated with U.S. Slicing Machine Co. in 1948, resigning a vice presidency with Enterprise Manufacturing Co. of Philadelphia, Pa., to accept the position.

with a 10-gallon hat. Mr. Roberts said the governor asked him to convey a commission of "Honorary Texan" on Mr. Regan because the Bakers Club of Chicago is recognized as "one of the finest industry clubs in the world."

W. H. van Mastrigt, president of the U.S. Slicing Machine Co., Inc., La Porte, Ind., and managing director of the worldwide Berkel Food Machine organization, left recently on a flying survey which was to include stops in England, France, Belgium, Holland, Switzerland and Germany.

Rushton and Richard Rushton, both of Greater Kansas City, and a brother, Walter Rushton, also a local resident. Funeral services were held July 2 in Kansas City.

DEATHS

Arno Geiser, 75, who organized the merger of the Cushman Baking Co. and the Purity Bakeries Corp. in New York in 1936, died recently.

Richard F. McMahon, owner of the R. F. McMahon Co., Chicago, and a charter member of the Bakers Club of Chicago, died June 28 after a long illness. Interment was in St. Louis.

Jack Faulds, 81, president of the Faulds Oven and Equipment Co., Chicago, died at his home June 16. He is survived by two sons, John Douglas, vice president of the firm, and Roy W. Faulds.

Funeral services were held recently in Denver for Dr. Arthur Vos, father

of Arthur Vos, Jr., past president of the American Bakers Assn. and head of the Macklem Baking Co. of Denver. Dr. Vos practiced medicine for almost a half century in Cincinnati and Denver.

Henry B. Gregory, 90, president of the H. B. Gregory Co., Milwaukee bakery supply firm, died June 9. He founded the company in 1898 and was active in the business until his death. Associated with him was a son, James H., who, with another son and two daughters, survives.

E. C. Ryan, 76, who served the baking trade for Anheuser-Busch, Inc., for 25 years prior to his retirement in 1947, died in Minneapolis June 18. He was an honorary life member of the Minnesota Allied Trades of the Baking Industry. Mr. Ryan is survived by his widow.

Robert C. Smith, 52, vice president of Goodwheat Baking Co., Brooklyn, an affiliate of Messing Bakeries, died recently at his home in Whitestone, Queens, N.Y. In addition to his business activities, Mr. Smith was prominent in the New York Athletic Club and the New York Hotel Executives Assn. He also belonged to a number of other business associations in New York. He is survived by his widow, a son and two sisters.

Julius A. Heide, senior vice president and director of Henry Heide, Inc., New York, manufacturer of pastes, fillers, icings and other baking industry products, died in New York June 25 at the age of 70. A native of New York, Mr. Heide spent several years in Europe studying candy and chocolate manufacturing methods, and on his return in 1903 became associated with the family firm, established by his father, Henry Heide, in 1869.

—BREAD IS THE STAFF OF LIFE—

DRY MILK INSTITUTE PROMOTES J. T. WALSH

CHICAGO — B. W. Fairbanks, executive director of the American Dry Milk Institute, has announced the appointment of John T. Walsh as assistant director. The action, which was effective June 1, creates a new post in the ADMI organization.

Mr. Walsh has been on the staff of the Dry Milk Institute for the past 13 years, starting in the laboratory and progressing into the field quality and membership service. He has been in charge of quality development and membership matters since 1945 and will retain these responsibilities in his new position. Through his extensive work with federal, state and local regulatory groups in development of standards and quality programs and his frequent plant calls across the nation, Mr. Walsh is well known in the industry.

—BREAD IS THE STAFF OF LIFE—

HOLLY SUGAR COMPANY NAMES SALES ENGINEER

Donald E. Spencer has been appointed sales engineer for the Holly Sugar Corp., according to Charles W. Williams, western sales manager. Mr. Spencer previously worked in the sales promotion department of Fibreboard Products Co. in an engineering capacity.

Mr. Spencer will be in charge of the promotion of mechanical handling of sugar in both liquid and bulk granulated form for Holly. His principal duties will be to aid sugar-using manufacturers in designing, installing and servicing bulk and liquid installations.



Robert H. Black

RETIREES—Robert H. Black, who in April was named vice chairman of the Baking Industry Advisory Committee, recently retired from government service. He had been with the grain branch of the Production and Marketing Administration, U.S. Department of Agriculture. Before joining the department in 1918, where he became a recognized authority on cleaning, testing, storage, drying and harvesting of grain, Mr. Black operated his own milling, grain and seed business in Albert Lea and Dodge Center, Minn. The Seedboro Equipment Co., Chicago, has announced that he will join the firm Aug. 1 as sales supervisor.

RHUDY E. BEMMELS TO GET FLOUR MEN'S AWARD FOR SERVICE

CHICAGO—Each year at the golf outing of the Chicago Association of Flour Distributors, a member of the trade who has done outstanding service is honored. This year, Rhudy E. Bemmels, long-time flour broker, will receive the distinction at the outing July 17 at the Rolling Green Country Club, Rand Road, Arlington Heights, Ill.

Mr. Bemmels, who for the last 15 years has been a partner in the Bemmels-Vaughan flour brokerage firm, which recently dissolved, will receive a tribute prepared by N. G. Anderson, Chicago manager of the Bay State Milling Co., Winona, Minn.

The program for the day's outing will get under way with a luncheon at 11:30 a.m., with the main golf and horseshoe tournaments starting at 1 p.m. A special blind bogey will be held for early risers, with the tee off at or before 10 a.m.

BAKERY PRODUCTION MEN HONOR PAST PRESIDENTS

CHICAGO—Past presidents of the Chicago Bakery Production Club were honored at the regular monthly dinner meeting of the organization June 13 at the Civic Opera Building.

Past presidents L. H. McLaren, American Dry Milk Institute, Chicago; Clarence J. Guess, O'Connell's Inc., Chicago; David Rubin, Kohl's Food Marts, Milwaukee; Frank A. Pleitgen, Honey Crust Baking Co., Goshen, Ind., and Michael A. Pretzack, Schulze Baking Co., Interstate Bakeries Corp., Chicago, present president, received gavels, inscribed with

their names and the years they served.

The gavels were presented by Ralph W. Mitchell, director of research, Purity Bakeries Corp., Chicago. George Chussler, Bakers Weekly, was the speaker of the evening. The club will not meet in July and August.

—BREAD IS THE STAFF OF LIFE—

WHEAT'S STORY TOLD BY SUNSHINE BISCUITS

NEW YORK—Sunshine Biscuits, Inc., has published an attractive booklet, "The Story of Wheat" to answer the many inquiries on this subject received from teachers, home economists, food editors, students and home makers.

In presenting the booklet, Hanford Main, president of the company says: "Flour made from wheat is the basic ingredient used in our particular business; therefore, we have included herein the story of the baking of Sunshine Krispy Crackers. Thus you will have an idea of what happens to that kernel of wheat from the time it is gathered until it appears on your table."

The booklet also includes menus and calorie charts and is heavily illustrated.

—BREAD IS THE STAFF OF LIFE—

R. L. MOURER ADDRESSES LOS ANGELES RETAILERS

LOS ANGELES—R. L. Mourer of the San Francisco offices of Swift & Co. and the film, "The Inside of Cake Making," headlined the June meeting of the Master Baker Retailers Assn. Discussions centered on sales and promotion techniques, Mr. Mourer advising that bakers keep to those items that their customers show a preference for. A proposal for cooperative advertising for independent bakers was discussed.

Reservations are requested from members wishing to attend the Sept. 20 meeting, to be held at the Acme Sequoia Lodge, when the retailers will be the guests of the Peerless Yeast Co.

—BREAD IS THE STAFF OF LIFE—

HUNTER BROWN LEADS AT BAKERS CLUB GOLF EVENT

CHICAGO—Top golfer at the first summer outing of the Bakers Club of Chicago was Hunter Brown, Chapman & Smith Co., Chicago, who came in with a net score of 72 to win the first leg on the president's cup for 1951. He was one of the 150 golfers who participated in the June 19 event held at Elmhurst Country Club.

Following closely behind Mr. Brown for golf honors under the Peoria handicap system were Len Franzen, Standard Brands, Inc., Chicago; Harry Larsen, Habel, Armbruster & Larsen Co., Chicago, and Charles D. Grennan, Jersey Farm Baking Co., Chicago.

Mr. Franzen, head of the club's entertainment committee, was in charge of arrangements for the affair, assisted by Ted Lauder, Ekco Products Co., Chicago, co-chairman, and the committee members. Total attendance at the all-day event was approximately 300 club members and guests.

A horseshoe tournament was held under the direction of Dave Vaughan, Hubbard Milling Co., Chicago, with J. W. Hines being awarded the first prize, followed by Francis Deppe, Deppe-Vienna Baking Co., Chicago, as the No. 2 contestant.

Members having birthdays during May and June were honored at the dinner. The following members were recognized as "birthdayites": Robert E. Bailey, Rapinwax Paper Co.; Earl

A. Butts, Vacuum Filter Mfg. Co.; Paul E. Clissold, Bakers Helper; J. H. Debs, Chicago Metallic Mfg. Co.; Walter Engstrand, Petersen Oven Co.; John P. Garrow, Chapman & Smith Co.; William Gilbert, flour broker; Maurice M. Jackson, Deppe-Vienna Baking Co.; George Korinek, Frank Korinek & Co.; Fred Larsen, Habel, Armbruster & Larsen Co.; Fred Nicolai, Anheuser-Busch, Inc.; Raymond B. Petty, B. A. Eckhart Milling Co.; Charles W. Pratt, Edson & Pratt, Inc.; Richard Rathman, Louis Rathman Agency, Inc.; Robert Rick, Eagle Baking Co.; Henry Y. Ruby, Ruby Chevrolet, Inc.; Henry Schneider, I. Schneider Co.; W. E. Schumacher, Anheuser-Busch, Inc.; D. L. Sperry, Petersen Oven Co.; M. D. Stone, Procter & Gamble Distributing Co.; Henry A. Tonnesen, Land O' Lakes Creameries, Inc., and Wayne T. Wilson, Pillsbury Mills, Inc., all of Chicago, and George H. Beier, Beier Bakery, Dixon, Ill.; George C. Mariner, American Baking Co., Joliet, Ill.; John E. Morrill, Union Machinery Co., Joliet, Ill., and Robert M. Woods, Woods Bakeries, Inc., Evanston, Ill.

Charles J. Regan, Interstate Bakeries Corp., Chicago, president of the club, announced the second AIB-Day Open House event will be held in the club quarters Aug. 8 and is limited to members only.

A gift was presented to Lewis P. MacAdams, Sche-Rose Mfg. Corp., Dallas, Texas, as the member coming from the greatest distance.

A feature of the evening program was the dedication of a scroll presented by the Allied Trades of the Baking Industry in the memory of the late S. O. Werner, who until his death Feb. 5 was Chicago manager of the Miller Publishing Co. The scroll will hang permanently in the quarters of the Bakers Club of Chicago. (Editor's note: A further description of the



HONORED BY AIB—William Walmsley, principal emeritus of the American Institute School of Baking, Chicago, was honored recently by the American Institute of Baking at a luncheon. The television set shown above was presented to him at that time. Left to right are Howard O. Hunter, executive vice president of the AIB; Mr. Walmsley, and Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., president and board chairman of the institute.

dedication ceremony appears on page 12.)

Among the guests who were introduced were Per-erik Skeppe, bakery engineer for Stockholm's Cooperative Society, Stockholm, Sweden, and Midshipman Charles R. Priebe, Jr., 2nd Class, U.S. Naval Academy, Annapolis, Md.

Lew Waldron, Columbia Chemical Co., Inc., Chicago, was presented a humorous dissertation on "How We Played Golf Today." Ted Lauder served as master of ceremonies for the presentation of the golf awards and door prizes which closed the formal part of the program.

CONVENTION CALENDAR

July 29-31—West Virginia Bakers Assn.; Greenbrier Hotel, White Sulphur Springs, W. Va.; exec. sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2.

Sept. 14-15—Virginia Bakers Council; Natural Bridge, Va.; exec. sec., Harold K. Wilder, 804 Life Insurance Co. of Virginia Bldg., Richmond.

Sept. 16-18 — Southern Bakers Assn., Production Conference; Biltmore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., 26 Cain St., N. W., Atlanta 3.

Oct. 14-18 — American Bakers Assn.; Hotel Sherman, Chicago; ABA headquarters, 10 N. Wacker Drive, Chicago 6.

Oct. 23—Connecticut Bakers Assn., Barnum Hotel, Bridgeport, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Oct. 23-25—American Institute of Baking Sanitation Short Course; Hotel Whitecomb, San Francisco. Details from Dr. Edward L. Holmes, director of sanitation, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

Nov. 11-13—New England Bakers Assn.; fall convention and exhibit; Boston, Mass.; Statler Hotel; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1952

April 20-22 — Tri-State Bakers Assn., Jung Hotel, New Orleans; sec., Sidney Baudier, Jr., 204 Board of Trade Bldg., New Orleans 12.

April 20-23—Lake Michigan States

Bakers Conference, Sherman Hotel, Chicago; Sec., T. E. Dallas, 53 W. Jackson Blvd., Chicago.

April 21-23 — Pacific Northwest Bakers Conference Multnomah Hotel, Portland, Oregon; Sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 28-30—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Mrs. Gertrude Goodman, 1134 National City Bank Bldg., Dallas 1, Texas.

May 1-3—Southern Bakers Assn., Biltmore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., 26 Cain St., N. W., Atlanta 3.

May 12-13—Associated Bakers of Minnesota, St. Paul Hotel, St. Paul, sec., J. M. Long, 623 14th Ave., S. E. Minneapolis.

June 7-10—New England Bakers Assn., annual spring meeting, Wentworth-by-the-Sea, Portsmouth, N. H.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 8-9—Rocky Mountain Bakers Assn., Albany Hotel, Denver; sec., T. W. Kunde, Western Bakers Supply Co., 1727 Wazee St., Denver 17, Colo.

June 14-16—Bakers Association of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; sec., Louise Skillman, Myrtle Apts. No. 4, Charlotte, 3, N. C.

March 16-18—Associated Retail Bakers of America; Shoreham Hotel, Washington, D.C.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago 13.

Potomac States Bakers Assn. Outing Attracts Good Crowd

VIRGINIA BEACH, VA.—An excellent attendance was on hand at the Cavalier Hotel here recently for the annual summer meeting of the Potomac States Bakers Assn. and the Bakers Club of Baltimore as fine weather contributed to the success of the social gathering.

No business sessions were scheduled. Cocktail parties were staged both evenings, the annual banquet and dancing completed the pattern of entertainment, with sport attractions headlined by the golf tournament.

Winners of the golf tournament at the Princess Anne Country Club June 26 were:

Bakers low gross—Carl C. Hauswald, Jr., Hauswald's Bakery, Baltimore, 86; allied low gross—Al Doerer, Bay State Milling Co., Baltimore, 80; bakers low net—Eric Tattersall, Spalding's Bakery, Staunton, Va., 74, and allied low net—Charles F. Karikalits, Jr., Hoffmann-La Roche, Inc., Plainfield, N.J., 74.

John Hauswald, Hauswald's Bakery, Baltimore, was awarded a prize for taking the most strokes (128) and silver trophies were awarded to the low gross and low net winners.

Other winners were Philip Lord, Standard Brands, Inc.; Maurice D. Smith, Pollock Paper Corp.; Hugh Evans, I. J. White Corp.; Frank Torrens, the Brolite Co., New York, and J. M. Decker, James M. Decker Co., Inc.

At the banquet the following won door prizes:

Mrs. Anton Hagel, Hagel's Bakery, Baltimore; Mrs. James Decker, Sr., Baltimore; Mrs. John Ruthke, Jr., Baltimore; Mrs. Carl Hauswald, Sr., Baltimore; Mrs. Claude O. Skelton, Lynchburg, Va.; Mrs. Glen M. Zirkle, Washington, D.C.; Mrs. Eric Tattersall, Staunton, Va.; Mrs. Jere C. Waters, Baltimore; Mrs. C. O. Oppen, New York; Mrs. Jack Bossert, Baltimore; Mrs. George W. Beck, Baltimore; Mrs. Philip Hauswald, Sr., Baltimore; Mrs. William B. Wine, Greensboro, N.C.; Mrs. John P. Hauswald, Baltimore, and Mrs. Thomas O. Williams, Philadelphia.

Carl Schmidt, Schmidt Baking Co., Baltimore, president of the Potomac States Bakers Assn., headed the arrangements committee, which included Emmet Gary, secretary of the association; Patrick McGinnis, Standard Brands, Inc.; Edwin C. Muhly, Gem Bakery, Baltimore; W. F.

Schoenhut, H. Muller-Thym Co., Baltimore; Charles Cowan and Ray H. Sullivan of the Wm. Schluderberg & T. J. Kurdle Co. Mrs. William Ehorst, wife of W. J. Ehorst, Nashua Gummed & Coated Paper Co., handled the arrangements for the ladies and children.

The annual winter meeting of the association will be held at the Lord Baltimore Hotel, Baltimore, Jan. 27-29, 1952. The summer meeting will again be held at the Cavalier here June 22-25, 1952.

DR. ROBERT W. ENGLISH NAMED TO NEW AIB POST

CHICAGO—Appointment of Dr. Robert W. English to fill the newly created post of director of education at the American Institute of Baking, has been announced by Louis E. Caster, president of the institute and chairman of the board of directors. At present Dr. English is associate professor of industrial education at Southern Illinois University, Carbondale, Ill.

He was educated at John Millikan University, Washington University, St. Louis University, University of

Illinois, University of Pennsylvania and Pennsylvania State College, and served as a lieutenant in the Navy. In 1941 he was loaned by Southern Illinois University to the state of Illinois and served for 1½ years as assistant state supervisor of national defense training.

At the American Institute of Baking, Dr. English will direct the course of the expanding program of the School of Baking. The facilities of the new building of the institute and its close proximity to Northwestern University make possible an expansion of training activities into the areas of maintenance, personnel, management and other fields important to members of the baking industry. These expanding activities will be developed by Dr. English in addition to his administrative duties as director of education.

BOWLING BAKERS

MILWAUKEE — The Rolls, captained by Ted Sobanski, won the title in the 12-team Milwaukee Bakers Bowling League for 1950-51 with a record of 58 wins and 32 losses. Ann Jochims was captain of the Rolls ladies team which won the championship of the Milwaukee Bakers Ladies Bowling League with 53 wins and 37 losses. This group elected Kathryn Druminski, Druminski Bakery, as president, and reelected Anna Schmidt, Schmidt's Bakery, as secretary-treasurer.

Bakers of Carolinas Elect J. C. Hightower as President

MYRTLE BEACH, S.C.—J. C. Hightower, Durham Baking Co., Durham, N.C., was elected president of the Bakers Association of the Carolinas at the recent convention of the group at the Ocean Forest Hotel here recently.

John Fox, Fox's Royal Bakery, Wilmington, N.C., was named vice president; Athos Rostan, Waldensian Bakery, Shelby, N.C., treasurer, and Mrs. Louise Skillman, Charlotte, N.C., returned as secretary.

Three new members were elected to the board of directors: Sanford Epps, H. H. Claussen's Sons, Augusta, Ga.; L. V. Coggins, Kannapolis (N.C.) Bakery, and Harry Mutch, Mutch's Bakery, Orangeburg, S.C.

The North Carolina Bakers Council, the South Carolina Bakers Council, the retailers of the Carolinas, the Southern Bakers Allied Assn. and

the board of governors of the Southern Bakers Assn. held individual meetings, followed on the second day of the convention by a business session. W. J. Baird, U.S. Chamber of Commerce, Atlanta, Ga., spoke on "The Challenge of Our Times," and James Phelan, Bakers Weekly, New York, spoke on bakery costs. A round table discussion followed.

Highlight of the entertainment schedule was the Carolina Showboat, with its Gay Nineties revue. The president's reception was staged through the courtesy of the Southern Bakers Allied Assn., and the annual dinner banquet and dance concluded the meeting.

The 23rd annual convention has been set for June 14-16, 1952, at the Ocean Forest Hotel. Further details will be available later from the secretary, Myrtle Apartments, Charlotte, N.C.

Florida Baking School Awards 8 Scholarships

TALLAHASSEE, FLA.—Eight additional scholarships for the department of baking science and management, Florida State University, have been awarded upon recommendation of the university scholarship committee, by the Southern Bakers Assn., board of trustees, scholarship fund. This makes a total of 12 scholarships awarded to date for outstanding students who will form the nucleus of the first full class, to enter the baking school next September.

Recipients of the scholarships are Paul J. Soraparu, Beloit, Wis.; Cary M. Fitzgerald, Richmond, Va.; Miss Dolores Degnan, Kearny, N.J.; Gay Otis Argo, Belle Plaine, Iowa; Charles J. House, Goldsboro, N.C.; Donald Russell Johnson, Pass-A-Grille Beach, Fla.; Robert Louis Berto, Ft. Lauderdale, Fla., and George Lannui, Middletown, N.Y.

These young people, selected from a large group who made applications, will report at the university on or before Sept. 17, 1951, the beginning of freshman week, and will be welcomed by Dr. L. A. Rumsey, as members of the first full class in baking science and management.

Funds covering these scholarship grants will be mailed to the business office of the university and be disbursed by the business manager.

Scholarships granted in April, 1951, went to J. Richard Moorer, Jr., Orangeburg, S.C.; Victor P. Rusgaitis, Waterbury, Conn.; Robert E. Smith, Petersburg, Va., and Jerry Ray Meyer, Atlanta, Ga.

75 ATTEND JUNE OUTING OF N. Y. BAKERS CLUB

NEW YORK—The June 19 outdoor meeting of the Bakers Club, Inc., was held at the Plandome (L.I.) Golf Club with about 75 present.

Golf winners in class A were Frank Daniels, the Lockwood Manufacturing Co., and Raymond F. Kilthau. Class B winners were F. A. McClymer, Standard Brands, Inc., and J. E. Mapes, Anheuser-Busch, Inc. The set of wood golf clubs that was raffled off was won by Mr. McClymer.

Floyd H. Longworth, Marathon Corp., was elected a member during the business meeting presided over by Fred Weberpals, H. C. Bohack Co., president of the club.



AT POTOMAC MEETING—Golfing and other recreation was the keynote at the annual summer meeting of the Potomac States Bakers Assn. and the Bakers Club of Baltimore at the Cavalier Hotel, Virginia Beach, Va., recently. In the illustrations above are, left to right, first picture: Phil Lord, Standard Brands, Inc.; Herbert R. Johnson, American Machine & Foundry Co.; Carl C. Hauswald, Jr., Hauswald Bakery, Baltimore, and A. L. Alderman, Baker

Perkins, Inc. (left center) Frank Torrens, the Brolite Co., New York; William Welker, Fred Nolde, Nolde's Bakery, Richmond, Va., and Hugh Evans, (right center) Adolph Jahn, Federal Yeast Corp., Reading, Pa. (right) Maurice Smith, Pollock Paper Co.; Eric Tattersall, Spaulding Baking Co.; Miles Decker, James M. Decker Co., Inc., and Emmet Gary, secretary of the Potomac States Bakers Assn.

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Quality, Uniformity,
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Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest
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"SLOGAN"

A Modernized Flour for the Baker
CANADIAN MILL & ELEVATOR CO.
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A flour without n equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
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Southern Regional Office
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"RUSSELL'S BEST" "AMERICAN SPECIAL"

Our mill is located in the high protein
wheat district of central western Kan-
sas, and secures most of its wheat
directly from growers.

RUSSELL MILLING CO., Russell, Kansas

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MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-rising
LIGONIER, IND. NORFOLK, VA.

BAKERY PRODUCTION CLUB ORGANIZED IN ST. LOUIS

ST. LOUIS—The Greater St. Louis Bakery Production Club, a new organization of bakery and allied men, held its first regular meeting June 18 at the Columbian Club to elect the following officers:

President, Harold M. Freund, Walter Freund Bread Co., St. Louis; first vice president, E. V. Seibert, Noll Baking Co., Alton, Ill.; second vice president, R. R. Zimmerman, Chokia Flour Co., St. Louis; third vice president, E. J. Eschenroeder, the Kroger Co., St. Louis; secretary, F. Calli-cotte, Waxide Paper Co., St. Louis, and treasurer, J. Van Hagg, Continental Baking Co., St. Louis.

Members of the executive board include O. R. Frisinger, Flavorite Products Co., St. Louis, and M. J. Swort-fieger, the Kroger Co., St. Louis.

The organization was formed for the purpose of exchanging ideas, learning new methods, studying new materials, keeping abreast of new developments in the baking industry, and studying ways and means of increasing consumption of bakery goods by stimulating consumer acceptance of bakery products, the club reports.

Membership consists of representatives from the various baking industries as well as the allied trades.

The group plans to meet monthly, and an educational program relating some phase of the baking industry will be featured at every meeting.

—BREAD IS THE STAFF OF LIFE—

WISCONSIN CLUB HEARS TECHNICAL DISCUSSIONS

APPLETON, WIS. — Forty-six members of the Wisconsin Production Men's Club attended the June meeting held at the Elks Club in Appleton, with Edward Pfefferle, Elm Tree Baking Co., Appleton, and Sylvester Simon, Laux Service Bakery, Appleton, serving as hosts and co-chairmen.

Charles M. Galligan, Bake-Rite Baking Co., Stevens Point, discussed the use of malt in doughs. Other topics on the program were the cleaning of mixer water jackets, electric recording dough thermometer, caramel pecan buns, pan glaze and grease over glaze.

Several members enjoyed a round of golf before the business session. Club meetings have been suspended during July and August. The fall and winter series will start Sept. 10 at La Crosse, with Norvel Buros, Erickson Baking Co., as host.

PICNICS MAKE THE CASH REGISTER JINGLE

RICHMOND, VA.—The power of a picnic in boosting sales of bakery goods again was demonstrated when picnic layouts in the show windows of Thalheimer Bros., Inc., a general store here, attracted many customers to the bakery department. G. N. Rogers, bakery superintendent, arranged the displays, featuring bakery goods in the picnic layouts. It was another example bearing out the contention of the Bakers of America Program that picnics cannot help but increase consumption of bakery goods. For the third straight year, the program is promoting picnics, and leading food and beverage manufacturers have joined in July to make this year's picnic campaign the largest to date. Walter H. Hopkins, director of the Program of America, urges bakers to tie in with cooperating firms and "sell picnics."

SUNNY KANSAS

You can always stay a step ahead of your bread production problems if your doughs are based on the firm foundation of SUNNY KANSAS flour. The extra measure of quality in SUNNY KANSAS gives character to your loaf . . . a character that reflects the skillful care with which we pick the superior wheats for this outstanding flour.



THE WICHITA FLOUR MILLS CO.

5,000 Sacks Capacity
WICHITA

1,000,000 Bushels Storage
KANSAS

CABLE ADDRESS, "SENTINEL"



Country-Milled
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Wheat located in
the heart of
America's foremost
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INDEPENDENT
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WHITE WHEAT

Low Protein Cake
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Soft Cake Flour

For Biscuit Manufacturers

WATSON HIGGINS MILLING CO.
GRAND RAPIDS, MICH.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

BUSINESS OPPORTUNITIES

OKLAHOMA A. & M. COLLEGE'S Technical School of Baking announces their last G. I. class commencing May 7. G. I.'s desiring bakery training under the present law must enroll before July 25, 1951. Graduates in great demand. Write now to Jno. C. Summers, Oklahoma School of Baking, Okmulgee, Okla., for further information.

BAKERIES FOR SALE

SMALL BAKERY FOR SALE IN MACON, Georgia. Write to A. H. Atkins, 275 Main St.

FOR SALE—COMPLETE COOKIE PLANT. Fine condition. Ready to go. 48-bun pan reel oven; mixers; cookie droppers. Reasonably priced. Write Southern Coffee Mills, Box 76, Pine Bluff, Arkansas.

FOR SALE—\$20,000 ST. PETERSBURG, Fla. Completely equipped retail bakery. Excellent location. Three good branches in super markets. Annual gross \$90,000. Address 2854. The American Baker, Minneapolis 2, Minn.

BUYERS! ATTENTION, IF YOU DO NOT see what you want, communicate with us. Bakery for sale, all pastry, retail, no deliveries. Rent \$175. \$1,700 weekly. Asking \$20,000. Terms. Rendlog Sales Co., 1775 Broadway, New York. PLaza 7-2995.

FOR SALE: VERY MODERN equipped retail bakery, coffee shop and ice cream bar in small town 14 miles north of Syracuse, N.Y., on route 11. Fine equipment, including new Martin oven. Low rent, good lease, wonderful opportunity for man and wife. Priced for quick sale. **HENRY'S BAKERY,** Brewerton, N.Y.

MACHINERY FOR SALE

2 J. H. DAY NO. 14-B HERCULES MIXERS, 40 H.P. gearhead motor drive, stainless clad bowl, Monel agitator shaft, 6 and 9 years old, complete, located in Memphis, Tenn., and Columbus, Ohio. Attractively priced. The Kroger Co., 1008 So. Spring Ave., St. Louis, Mo.

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1522 E. High, Jefferson City, Mo.

CELLOPHANE BAGS

We manufacture: plain or printed. Guaranteed quality. Quick delivery. Samples and prices sent upon request. Excelsior Transparent Bag Mfg. Co., 4061 White Plains Ave., Bronx, N. Y. Phone: OLinville 4-5909.

FREIHOFFER PLANT BURNS

ATLANTIC CITY—A fire here recently caused more than \$200,000 damage to the interior of the Freihofer Baking Co. plant, which was just resuming operations after a two-week shutdown for the installation of new equipment and other renovations. Tons of flour, shortening and sugar were ruined by the flames

and water, but a number of trucks were safely removed from the garage. During the shutdown, the company shipped bread to this area from its plants at Allentown, Pa., and Wilmington, Del., and it was reported these sources would be utilized until repairs are made.

—BREAD IS THE STAFF OF LIFE—

CALIFORNIA ALTERS BREAD WRAPPING REQUIREMENTS

SACRAMENTO — Gov. Earl Warren has given final approval to a bill stating that wrapping requirements under the state health and safety code do not apply to hearth-baked loaves of bread or rolls which are kept in show cases and are protected from flies, dust and dirt and are not accessible to the public.

The law previously required every loaf of bread made or procured for the purpose of sale and which was sold directly by a manufacturer to the consumer, to have a protective wrapping complying with the requirements of the health and safety code.

Another bill, SB 244 by Sen. Donnelly, would require a statement of the weight range in ounces on any wrappings of larger loaves instead of the designations "standard loaf" or "standard large loaf." This measure is still in the business and professions committee of the upper house.

It also provides that larger loaves may be made or procured having weights that are multiples of the mean weight of a standard loaf or the mean weight of a standard large loaf weight. The total tolerance in excess or deficiency for each of such larger loaves shall not exceed 2 oz.

—BREAD IS THE STAFF OF LIFE—

WEINGARTEN ADDITION NEARING COMPLETION

HOUSTON—A \$250,000 addition to the Weingarten Bakery here is nearing completion, Robert Miessler, food production director for the chain, announced recently. The addition, started last November, will more than double the size of the bakery, adding 31,109 sq. ft. to the present 24,000 for a total of 55,109.

It was made necessary by the expansion of the Weingarten chain which has recently added four new stores and modernized six others. The addition features a 16,000 sq. ft. shipping room where bread will be cooled and sliced, cakes iced and bakery products packed and shipped to stores in Houston and five other Texas cities. Another important addition is a 2,145 sq. ft. shipping dock.

There is also a new fermentation room which will keep temperature and humidity uniform, a special cake decorating room, a 200 ft. conveyor from ovens to slicer, pan cooling machine, three big freezers for rolls, pies, cakes and cookies, a 16,000 sq. ft. storage room, a new pan greasing machine and a new incinerator.

—BREAD IS THE STAFF OF LIFE—

NO ACTION SEEN ON SUGAR ACT REVISION

NEW YORK — According to the B. W. Dyer & Co. here, bills revising and extending the Sugar Act of 1948 until 1956 have been introduced in Congress (Senate 1694 and HR4521). Whether Congress will have time to study and pass the bills this session is unknown. There is little opposition other than from Cuba, the company states. If passed, quotas under the new law become effective Jan. 1, 1953.

In the proposed law, Puerto Rico

would receive an increased quota of 170,000 short tons, raw value, and the Virgin Islands 6,000 tons. Full duty countries would receive 4% of the balance of the quota after the fixed allowances for the domestic areas and the Philippines, compared with only 1.36% at present. These changes are at the expense of Cuba, concludes the company.

—BREAD IS THE STAFF OF LIFE—

INDIANA BAKERS PLAN MEETING, GOLF PARTY

INDIANAPOLIS — Two summer events for the Indiana Bakers Assn. have been announced. A special bakers conference will be held July 22 at the Lincoln Hotel, Indianapolis, with a noon luncheon, afternoon business

meeting and evening banquet and entertainment.

The annual golf party will be held at Hillcrest Country Club in Indianapolis July 23. A plaque will be awarded to the 18 hole winner, and there will be other prizes for bakers and allied tradesmen.

—BREAD IS THE STAFF OF LIFE—

NAMED BY ROBERT GAIR

NEW YORK—David H. Ross, vice president and a director of Gair Company, Canada, Ltd., Toronto, has been elected president and general manager of the Canadian branch of the container manufacturing firm. Russell D. Scribner has been named production manager of the folding carton division.

BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

SELLING SENSE FOR THE ROUTE SALESMAN

By Fred DeArmond

A new publication written especially for the route salesman and managers interested in this method of distribution. **\$3.50**

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By E. J. Sperry

A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising.

Initial copies \$20.00; additional copies \$4.41

ADVANCED PIPING AND CAKE DESIGN

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design.

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The English translation of a Swiss book of formulas for making all kinds of "Continental" cakes and pastries. Covers every stage from raw materials to the finished article.

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By E. J. Kollist

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery.

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THE BAKESHOP TROUBLE SHOOTER

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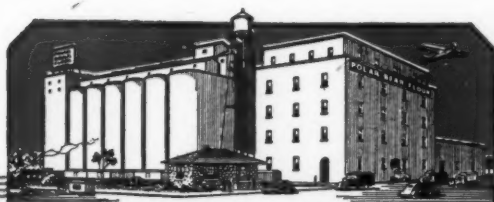


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GRIST & GRINS



Stalin was given a piece of cloth by an admirer. He took it to a Russian tailor and asked what could be made of it. Only a pair of shorts, he was told.

Not satisfied, Stalin went to a Polish tailor. A pair of trousers could be cut from it, he was informed.

Next he went to Czechoslovakia and there learned that he could get both trousers and a vest.

In France, the tailor could cut a coat and trousers.

At last Stalin went to a famous tailor in London and asked if he could make a suit from the cloth. "How many?" asked the Englishman.

Surprised, Stalin asked how it was possible when only shorts could be made in Russia.

"You see, Comrade Stalin," said the English tailor, "the farther you get from Moscow the smaller you become."

The dollar goes farther these days. In fact, they go so far that you lose track of them completely.

Sign in plumber's window: "If I am out arrange dates with my wife."

The determined bootblack was up against a particularly difficult prospect for a shine.

"Shine your shoes, sir?" he asked.

"No," replied the businessman.

"I'll shine 'em so you can see your face?"

"No," was the scowling answer.

"Don't blame you."

A veteran fight manager was noted for his sharp pre-match bargaining. He fell ill one day and reluctantly permitted a doctor to be called. The sawbones gave the old fellow a thorough going-over before giving his verdict.

"I can fix you up," he said.

"How much?" inquired the manager, feebly.

"\$400," replied the medico.

"Too much," was the firm rejoinder, "you'll have to take a cut. I got a better offer this morning from an undertaker."

A manufacturer had received a visit from the Income Tax Department. After a two-hour siege of questions, he was visited by a representative from the Federal Trade Commission. Later that day, a man from the Wages

and Hour Division appeared. Finally he had a call from the Department of Justice.

In disgust, he sold his plant and bought a skunk farm.

"Now," he said, "maybe the government will keep its nose out of my business."

Fur coats are made this way. I think They take the furs and dye them; But first they have to skin the mink— Then skin the men who buy them.

In a little town in Mexico, Pedro was sipping his beer at a tavern when an excited friend rushed in. "Pedro!" he shouted. "I just saw a man go into your house and start making love to your wife!"

"Is that so?" replied Pedro calmly, and continued sipping his beer. "Was he a tall man?"

"Yes, yes!" shouted his friend. "Don't get so excited," cautioned Pedro. "Did he have on a brown suit?"

"Yes, he did!"

"And did he have a big mustache?"

"Yes, yes!"

"Oh, that's Emmanuel. He mak' love to anybody!"

At a dinner party Mary Margaret was surrounded by grown relatives and their adult friends. All her efforts to be heard could not buck the animated conversation of her elders.

Desperate, Mary Margaret pulled a whistle from her pocket and blew a mighty blast. Struck dumb, everybody turned and stared at the little girl.

Sweetly she said, "Please pass the potatoes, Daddy."

Millionaires, it seems, are born, not made. Take Andrew Carnegie. Even as a small boy, he had a shrewd eye for extra dividends. At the grocer's one day he was offered some cherries. He refused. Didn't he like cherries, asked the grocer. Sure, he did. "Well, then," said the man, "have some." And he picked up a handful and dropped them in young Carnegie's cap.

"Why didn't you take them yourself?" his mother asked later.

"Because," said Andrew, "his hand was bigger than mine."



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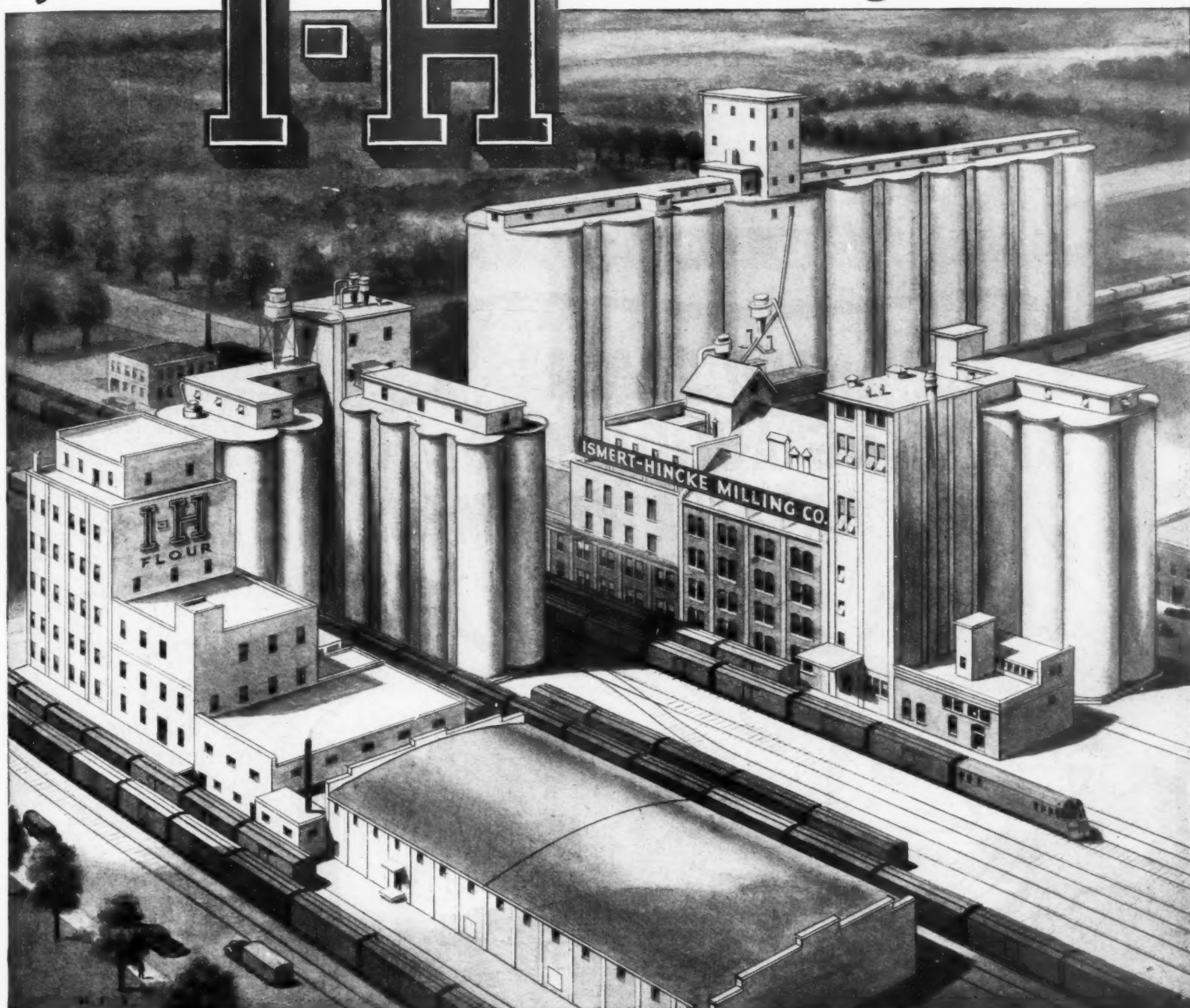
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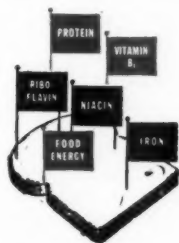
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Fuchs Baking Co. Enlarges Plant in South Miami

MIAMI—The million dollar plant of Fuchs Baking Co., South Miami, completed three years ago, recently has been enlarged by construction of a 30 ft. by 180 ft. addition. Machinery was rearranged and several new pieces were added.

One of the features of the new

plant is lighting, with three rows of 8 ft. lighting fixtures running end to end the full length of the building and with open type fixtures over the entire area.

In the mixing room a new 150 qt. mixer was added to the 340 qt. and two 120 qt. mixers already on hand. A bowl hoist is used for the largest mixer.

All electrical outlets for equipment are located from drop cords hanging from the ceiling.

In the new addition is the dough break machine used for sheeting out sweet roll doughs, from where they are put on a roll machine. They are

sheeted out to about 10 ft. on a long conveyor belt, and the dough is cut automatically and rolled up and panned by hand. Production rate is 50 packages a minute.

In this section of the sweet goods division is a homemade machine for sprinkling nuts on top of iced rolls. The firm estimates that \$75 a day is saved in labor and wasted nuts. Under the old hand operation, the wastage of pecans would run as high as \$65 a day.

The machine is a spreader which consists of a ply-wood hopper with motor driven feed roller in the bottom. Stainless steel eventually will



TV BIRTHDAY CAKE—On the second birthday of TV station WTVJ, Fuchs Baking Co. presented a cake to the management. It was accepted by Meyer Wolfson, left, owner of the station, from J. B. Cash, right, executive vice president of the bakery. The presentation took place during Fuchs' "Holiday House" program. Surmounting the cake were two candles and a large WTVJ decoration. This decoration was used as a background by the station on all announcements during the week.

replace the plywood. The roller is a 3 in. wooden cylinder to which are fastened longitudinal strips of 1/2 in. angle iron to form a series of deep grooves. The nuts fall into the grooves and are discharged from the hopper as the roll turns.

—BREAD IS THE STAFF OF LIFE—

Bakers Use Plant Tours to Promote Enrichment Story

CHICAGO—Featuring the 10th anniversary of enrichment, members of the American Bakers Assn. in various parts of the country have invited groups of key people in their communities for special plant tours. The operations of a modern bakery are shown and the nutritional value of enriched white bread and other bakery products emphasized to the visitors.

Zimmerman's Bakeries, Inc., co-operated in the Hannibal, Mo., Business and Industry Education Day by opening the plant to school teachers of that city. E. H. Zimmerman, head of the company, reports that three motion pictures of the industry were shown, the booklet "Let's Look Into Enriched Bread" distributed and instruction given the teachers on production and merchandising of baked goods. The movies were "Inside Story of Cake Baking," "Food of the World" and "Modest Miracle."

At Washington Court House, Ohio, the 15th anniversary of Pennington's Bakery and the enrichment anniversary were tied together. The company invited members of the local nurses association to inspect the plant, witness bakery operations and hear the enrichment story. The local newspaper devoted a half-page story to the event, with photographs of the nurses at the plant and with a complete story on the history and benefits of enrichment.

The Atlanta, Ga., Constitution had a bride tour a plant of the Columbia Baking Co., featuring her investigations of bread making and bringing in the benefits of enrichment. Nearly a page of the newspaper was used to report the bride's visit.

GILT EDGE

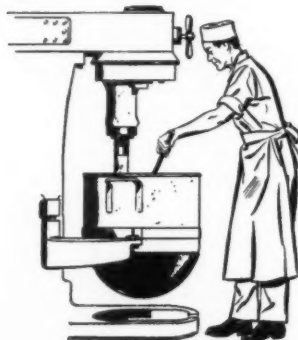
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FDA NAMES W. F. JANSSEN TO PUBLIC RELATIONS JOB

WASHINGTON—Wallace F. Janssen, formerly managing editor of the F-D-C Reports has been appointed as assistant to the Commissioner of the Food and Drug Administration to head up its trade and public information activities.

Dr. Paul B. Dunbar, recently resigned Commissioner of Food and Drugs, said that Mr. Janssen's duties will be administrative as well as educational in character.

"Mr. Janssen will undertake activities designed to secure better trade and public understanding of the Federal Food, Drug and Cosmetic Act, to promote the widest degree of voluntary compliance and consumer understanding of the protection afforded by the law," Dr. Dunbar said. He explained that, in addition to his interest in educational information work, Mr. Janssen will take an active part in formulation of policy, drafting of new regulations, contacts with trade and consumer organizations and other administrative duties.

Mr. Janssen started his editorial career on the National Grocers' Bulletin. Later he was a member of the editorial staff of The Northwestern Miller and from 1934 to 1943 was editor of The Glass Packer. It was in this capacity that he started reporting the activities of FDA. In 1943 he came to Washington as news editor of Broadcasting Magazine, and in 1944 he joined F-D-C Reports, a Washington newsletter specializing in the drug and cosmetic fields.

HEADS WISCONSIN GROUP

MILWAUKEE—Clifford Roys, La Crosse, Wis., has been reelected president of the Wisconsin State Conference of Bakers, with Eleanor Raasch, Milwaukee, reelected secretary-treasurer. The conference at its annual meeting reported organization of a Northeastern Wisconsin Joint Council of Bakers, comprising locals in Green Bay, Manitowoc, Plymouth, Sheboygan and Appleton.

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